



LAKE GENEVA TOURISM COMMISSION

Monday, June 9, 2025 - 4:00 PM

Lake Geneva City Hall; Council Chambers

Members:

Chairperson - Brian Waspi; Members - Shelley Rowell, Troy Migut, Zakia Pirzada, Alderperson Fesenmaier and Alderperson Frame; Ex-Officio Members - Mayor Todd Krause, Comptroller Laura Pisarcik and VISIT Lake Geneva President Stephanie Klett

AGENDA

1. Call to Order
2. Roll Call
3. Comments from the public limited to 5 minutes, limited to items on this agenda
4. Approval of the May 12, 2025, Tourism Commission minutes
5. Update from Heather Jones (Independent Contractor for Tourism Commission) Meet at the Lake Promotional Activity
6. Update from Tourism Entity (VISIT Lake Geneva) on Promotional Activity, Calendar, and Hotel performance
7. Update from Lake Geneva Business Improvement District (events and mission)
8. Update from the YMCA rearding Work at Vets Park
9. Written financial update regarding Room Tax Dollars Collected, Financials, current Budget & Disbursements, list of outstanding (unpaid) tourism grants awarded
10. Discussion/Action on Tourism Promotional Grant Program and Requests: **Maximum ten (10) minute presentation per request:**
 - a. "Jazz by the Lake" Featuring -Midwest Young Artists; Fred Gahl
 - b. Women's Weekend 2025-The Adventure Begins Here; Geneva Lake Women's Association (GLWA)
 - c. Sylph, A contemporary Ballet; Dawn Springer Dance Projects
11. Final Event Evaluations from organizations receiving Tourism Grants
 - a. Winterfest Ice Sculpture Walk 2025; VISIT Lake Geneva (continued from May meeting)

- b.** The Balloon Adventure; 531 Fund (formerly Santa Cause Inc) (continued from May meeting)
 - c.** Field Work at Vets Park, Geneva Lakes Family YMCA
- 12.** Tourism Commission related forms, paperwork, and grant procedures review
 - a.** Riviera Ballroom Complimentary Request Form (continued from May Meeting)
 - b.** Criteria/Guidelines for awarding grants to be included on the grant application (continued from May meeting)
- 13.** Discussion/Possible Action regarding Promoting the Tourism Commission's website listing City hotels (continued from May meeting)
- 14.** Discussion regarding the Knowles-Nelson Grant and Matching Funds
- 15.** Future Agenda Items
- 16.** Next Meeting Date & Time: Monday, July 14, 2025, 4:00 PM
- 17.** Adjournment

*A quorum of the Council may be present; however, no official Council action will be taken.
Requests from persons with disabilities who need assistance to participate in this meeting should be made to the City Clerk's office in advance so that the appropriate accommodations can be made.*

TOURISM COMMISSION MINUTES
Monday, May 12, 2025
COUNCIL CHAMBERS, CITY HALL

Meeting was called to order by Chair Waspi at 4:00 p.m.

Roll Call

Present: Chair Brian Waspi, Vice Chair Zakia Pirzada, Alderman Fesenmaier, Alderman Frame, Troy Migut, Shelley Rowell; Mayor Krause (Ex-Off), Stephanie Klett (Ex-Off)

Absent: Comptroller Laura Pisarcik (Ex-Off).

Comments from the Public limited to 5 minutes, limited to items on the agenda:

Rob Ireland, spoke on Item #14b, with suggestions for more clarity in the grant process especially for any proposed criteria to be added to the grant application. He said there is a misconception that just visiting (versus staying overnight) can build awareness of the destination and influence whether tourists return and book accommodations. Rob insisted there really is no distinction between the City and outside the City especially with some venues like Taco Fest. If a point scale is used in the future, he thought it could be targeted, including whether the event is a non-profit or partners with a non-profit or hotel, expertise in the marketing field, etc. Chris Buttleman, also spoke on Item #14 b. Criteria or Guidelines for Grant Awards, with a concern that limiting grants to just the first three years could be problematic because of the length of time it takes to deeply build an event with return attendees.

Approval of Tourism Commission minutes from April 14, 2025

Motion by Pirzada, second by Frame, to approve the minutes from April 14, 2025. Unanimously carried.

Annual Election of Officers

Chairperson

Motion by Pirzada, second by Rowell, to nominate Waspi as Chairperson. With no other nominations and by unanimous consent, the Commission approved the election of Waspi.

Vice Chairperson

Motion by Fesenmaier, second by Waspi, to nominate Pirzada as Vice Chairperson. With no other nominations and by unanimous consent, the Commission approved the election of Pirzada.

Secretary

Motion by Waspi, second by Pirzada, to nominate Fesenmaier as Secretary. With no other nominations and by unanimous consent, the Commission approved the election of Fesenmaier.

Review of City Ordinances pertaining to the Tourism Commission.

Waspi mentioned the City Ordinance for the Tourism Commission was in this month's packet. He mentioned there are also State Statutes governing the Commission along with an informational packet given to the newest members.

Heather Jones, Independent Contractor for Tourism Commission, Meet at the Lake Promotional Activity

Heather Jones was pleased to announce that active inquiries for reservations have increased. She is trying to sort through the data from the Tourism website (listing City hotels) to determine where the traffic is coming from. Vice Chair Pirzada asked that the Airbnb and Vrbo information from the bottom of the site be removed because this takes visitors to the national site, not specifically City locations.

In the Sales Update, Jones stated we are well ahead of last year's bookings.

Update from Tourism Entity – Visit Lake Geneva

Deanna Goodwin pointed out that the monthly Partner Meeting will be held on May 20th at the Riviera Ballroom. On the Visit website, the Top Page is Events with Chicago continuing to top the cities list. They will hold a Geiger Media Tour in June with a Meetings and Convention focus in addition to the regular September tour.

Update from Lake Geneva Business Improvement District (BID) –

Alexandra Binanti gave a verbal report of data and events. Although emailed the previous week, the BID report was not included in the May meeting packet.

Written financial update provided by City Comptroller

Balance Sheet from March 31, 2025

Total Assets \$998,689.57

Restricted Fund Balance - \$1,075,073.65

The Balloon Adventure evaluation is included in this month's packet, but according to the financials, there appears to be no reimbursement given at this point.

Budget Line Items

Discussion continued about adding a line item in the Tourism Commission section of the City budget for municipal development including maintenance.

*Klett left at 5:05 p.m.

Tourism Promotional Grant Program and Requests

Lake Geneva Taco Fest, Lake Geneva House of Music and Adams Publishing Group –

Discussion centered around the location, multiple years for the grant, and offering something new or a new target audience. *Motion by Migut, second by Pirzada, to award \$10,000 for Lake Geneva Taco Fest on September 12 -14, 2025; carried with 1 no vote.*

Corporate Meetings and Events Social Media Campaign, Riviera Ballroom, Heather Jones

– This new media campaign for renting the Riviera Ballroom will run from June 15 to September 15 targeting mid-day and mid-week use. *Motion by Fesenmaier, second by Pirzada, to fund the \$7,500 grant; unanimously carried.*

Das Fest Wisconsin, Prost! Das Fest Wisconsin –

Tammy Dunn explained this event. The location, but not the event, is new, and due to scheduling conflicts. The shuttle buses will run from three locations in the City of Lake Geneva to the venue

at the Kenosha County Fairgrounds on July 18 – 20, 2025. *Motion by Frame, second by Rowell, to award \$15,000 for the grant; unanimously carried.*

Venetian Festival, Lake Geneva Jaycees –

Keith Felt from the Lake Geneva Jaycees explained the grant request for \$60,000. While this is a popular event, Commissioners were concerned about items in the marketing budget that did not align with state statute. *Motion by Frame, second by Pirzada, to award \$60,000 for the grant. Amendment by Fesenmaier, second by Migut, to award \$27,500. Voice vote – carried with 1 no vote. Main motion by voice vote to award a grant in the amount of \$27,500 for Venetian Festival from August 13 – 17, 2025 – carried with 1 no vote.*

**Final Grant Evaluations from organizations receiving Tourism Grant
Winterfest Ice Sculpture Walk 2025 –**

By consensus, continued to June meeting due to time.

The Balloon Adventure –

By consensus, continued to June meeting due to time.

**Tourism Commission related forms, paperwork, and grant procedures review
Riviera Ballroom Complimentary Request Form
Criteria/Guidelines for awarding grants, to be included on the grant application**
By consensus, continued to June meeting due to time.

**Future meeting agenda items and next meeting date –
Monday, June 9 at 4:00 PM**

- Promoting Tourism website listing City hotels (Zakia)
- Budget – add line items for municipal development projects including maintenance; City limits entrance signs and wayfinding kiosks
- Riviera Ballroom Complimentary Request form with supporting docs (see above)
- Criteria for grant awards (see above)
- Knowles-Nelson Grant/Matching Funds
- Switch Riviera Contractor individual grant requests to line items in the City budget
- Note: Include Future Meeting Date on the agenda

Motion by Pirzada, second by Rowell, to adjourn at 6:04 p.m. Carried.

Respectfully submitted,
Alderman Fesenmaier
Secretary

Riviera Ballroom/MATL Update- Tourism Commission Meeting June 2025

Marketing Update

- Website Analytics Update: Past 30 Days:
 - Site Sessions: 1,784 (-1%)
 - Site Sessions by traffic source
 1. Google (880)
 2. Direct (570)
 3. Social Media Ads (72)
 4. Bing (66)
 5. City of Lake Geneva (42)
 - Active Inquiries: 106, 64 recorded for May 2024
 - Avg. Session Duration: 3m 5s (-10s)
 - Site Bounce Rate: 57 (-10%)

- WeddingWire & TheKnot: May Stats
 - 192 Visitors
 - 17 Link Clicks
 - 24 Saves
 - 32 leads

- Hotels & Lodging Analytics Update Past 30 days:
 - 80 Page Views (-53 from last month)
 - Avg. time spent on page: 4min 31sec (+16s)

**Reports generated on June 5th*

- www.lakegenevahotels.org Analytics
 - 220 Site Sessions (+210%)
 - (212) Direct
 - (5) City of Lake Geneva

Sales Update

	2018	2019	2020	2021	2022	2023	2024	2025	2026
Weddings	45	28	9	54	55	52	43	44	27
Social	4	1	0	1	5	4	5	3	2
Corporate	4	2	1	1	2	3	1	2	
Non-Profit	7	10	0	3	1	5	4	5	1
Event Total	60	41	10	60	62	64	54	54	30
Cancellation Total	0	0	40	11		3	2	4	1
Rescheduled	0	0	20	4		1	1	1	
Comp			5	2	5	6	6	9	
Pending Comp Req									

- Sales by year May 2025:
 - 2025 Events- One wedding contract returned.
 - 2026 – Four wedding contracts returned, one non-profit contract returned. Two wedding contracts and one social contract out for signature.
 - Last Year- Reported on June 5th; 51 events booked for 2024 and 17 events booked for 2025.

ACTUAL RIVIERA BALLROOM REVENUE BY YEAR

CITY OF LAKE GENEVA RIVIERA REVENUE (NET REVENUE AFTER TAX)

2019	2020	2021	2022	2023	2024	2025 YTD
\$99,792.62	\$29,095.71	\$162,926.92	\$286,754.23	\$308,151.03	\$260,375.56	\$272,038.16
CATERING REVENUE						
\$14,688.76	\$4,337.68	\$32,970.09	\$46,691.72	\$48,795.80	\$47,914.74	\$4,216.57



Lake Geneva Tourism Commission
JUNE 9, 2025
VISIT Lake Geneva Update

Partner Events

- Monthly Partner Meeting – June 17, 8-9am at Safari Lake Geneva
- Ribbon Cuttings
 - Lazy Cloud Lodge – June 10, 4:00pm
 - Safari Lake Geneva: Audrey's Amazon Adventure – June 17, 9:00am
 - Clear Water Salon + Green Grocer – June 24, 5:00pm

Public Events

- 2025 Concerts in the Park – Thursdays, June 26 – August 7
 - Music lineup now [online](#)
- 2025 Electric Christmas Parade – December 6
- Winterfest 2026 – January 28 - February 1

Earned Media Highlights – MAY 2025

- World Atlas | [12 Best Museums in Wisconsin](#)
- TheEveryGirl.com | [11 Lake Vacation Ideas That Are Even Better Than the Beach](#)
- Northwest Indiana Times | [5 Things to Enjoy on Spring Visit to Lake Geneva](#)
- World Atlas | [11 Wisconsin Towns with A Slower Pace of Life](#)
- Illinois Times | [Pay a visit to Lake Geneva: Beaches, boat tours, history, and more await](#)
- TheTravel.com | [The "Riviera of the Midwest" Is an Underrated Beach Destination the Whole Family Will Love](#)
- TravelNoire.com | [7 Weekend Trips from Chicago for Lakeside Views and Culture-Filled](#)
- Midwest Living Magazine | [Road Rally 2025: Wisconsin - From the Shores to the Stars](#)
- Midwest Living Magazine | [Road Rally 2025: Everything We Ate and Drank on Our Epic Wisconsin Road Trip](#)
- Midwest Living Magazine | [Road Rally 2025: Which Wisconsin Adventure Fits Your Personality?](#)
- Midwest Living Magazine | [Road Rally 2025: How to Spend 24 Hours in Lake Geneva, Wisconsin](#)
- Midwest Living Magazine | [Road Rally 2025: Wisconsin](#)
- World Atlas | [13 Coolest Wisconsin Towns for a Summer Vacation in 2025](#)

MARKETING METRICS – MAY 2025

WEBSITE – VisitLakeGeneva.com

- Visitor Sessions – 131,167 (+15.0%) | YTD 719,703 (+7.9%)
- Pageviews – 390,622 (-0.9%) | YTD 1,891,876 (-4.3%)
- Users – 100,377 (+13.9%) | YTD 530,572 (+3.9%)
- Online Guide Visits – 4,995 | YTD 12,018

- **Top Pages**

1. Events	82,497 Pageviews
2. Things to Do	25,213
3. Home	20,139
4. Stay	14,106
5. Food & Drink	13,087
6. Stay Hotels & Resorts	13,025
7. Events Events This Week	10,531
8. Things to Do Shopping	9,788
9. Things to Do Shore Path	8,190
10. Things to Do Family Fun	7,614

- **Top Cities**

1. Chicago	16,847 Users
2. (not set)	4,768
3. Milwaukee	2,744
4. Lake Geneva	1,450
5. Jessup	1,206
6. Minneapolis	1,025
7. Madison	965
8. Aurora	780
9. Rockford	662
10. Wheaton	561

SOCIAL MEDIA

- Facebook – 76,967 Followers (+844 MoM) | 1,750,106 Monthly Views
- Instagram – 18,539 Followers (+518 MoM) | 175,470 Monthly Views
- X – 3,550 Followers (+4 MoM) | 921 Monthly Impressions
- LinkedIn – 1,885 Followers (+26 MoM) | 4,290 Monthly Impressions
- TikTok – 3,398 Followers (+277 MoM) | 92,133 Monthly Views

EMAIL SUBSCRIBERS

- Subscribers – 52,745
- Open Rate – 29.2%

VISITOR CENTER ACTIVITY

- Phone Calls – 204 (-52) | YTD 1,075 (-324)
- Walk-ins – 1,293 (-153) | YTD 4,623 (-378)
- Emails – 1,154 (+312) | YTD 4,447 (+187)
- Visitors Guides Fulfilled – 1,060 (+329) | YTD 4,192 (+161)

HOTEL ACTIVITY – APRIL 2025

- Occupancy – 48.7% (+24.1%) | YTD 46.8% (+11.3%)
- ADR - \$157.79 (+10.6%) | YTD \$177.73 (+12.9%)
- RevPar - \$76.85 (+37.2%) | YTD \$82.96 (+25.7%)

MEETINGS & EVENTS RFP ACTIVITY – MAY 2024

RFP#	Attendees	Total Room Nights	Type	Date	RFP Properties Sourced
1506	21	27	Corporate	Jun-25	Harbor Shores , Grand Geneva, Delavan Lake Resort, Lake Lawn, Bella Vista , The Abbey, Geneva Inn, The Cove
1507	52	30	SMERF	Jul-26	Harbor Shores , Fairfield , The Cove , Bella Vista , Geneva Inn, Grand Geneva, Comfort Suites
1508	50	52	SMERF	Sep-25	The Cove , Harbor Shores , Geneva Inn, The Abbey, Lake Lawn, Bella Vista , Grand Geneva
1509	200	270	Corporate	Sep-26	Grand Geneva
1510	360	858	Corporate	Sep-26	Grand Geneva
1511	20	40	Corporate	Jun-25	Grand Geneva, The Abbey
1512	1000	110	Sports	Apr-26	Grand Geneva
1513	400	190	Corporate	Jul-26	The Abbey, Grand Geneva
1514	20	32	Education	Aug-25	The Abbey, Grand Geneva
9	2123	1609	MAY 2025 Totals		

Year-to-Date

- RFPs Distributed – 63 | RFP Room Nights – 14,909| RFP Attendees – 10,605

Other

- 2024 Tourism Economic Impact Report releasing June 10
- Visit Lake Geneva Team attending IPW Convention June 15-18
- USA Today 10 Best Reader Poll
 - Recent Poll results to be announced June 10: [Best Lake Beach](#) (Riviera Beach) | [Best Lake | Best Lake for Water Sports | and Best Lake for Swimming](#) (Geneva Lake)
- Media Visits
 - Geiger Media Tour - Meetings & Conventions
 - Cheryl Eugenio – O The Places We Go
 - John Williams, WGN Radio
 - IPW FAM – Brazil
 - Bill on the Road



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Executive Director's Report

May 2025 Recap

Website & Social:

In May, we saw 40% increase in site sessions from previous month with top visited pages being /winewalk, /homepage, and /shop.

Top traffic sources were google, then direct, and then boosted facebook. Organic facebook as traffic source has seen a consistent decrease of 9-11% each month.

New store openings had most organic reach on social media, and starting to redevelop murals microsite as more installations come into town this year. Upcoming page updates for Lemonade Crawl and Maxwell Street Days coming in June.

	JAN	FEB	MAR	APR	MAY	JUN	AUG	SEP	OCT	NOV	DEC (24)
Mobile	546	630	630	1407	2010						643
Desktop	327	385	385	510	630						263
Tablet	15	12	12	48	50						9
Pageviews	1821	2100	2100	3543	4580						1697
Users	888	857	857	1864	2690						915
New Visitors	803	790	790	1617	2258						815
Avg Time on site	4m1s	5m31s	5m31s	3m8s	3m59s						2m41s
	JAN	FEB	MAR	APR	MAY	JUN	AUG	SEP	OCT	NOV	DEC (24)
FACEBOOK											

Followers	17890	17507	17507	17587	17625						17611
MoM Change	279	94	94	80	38						-121
Reach	38,886	42,346	42,346	34724	33626						34671
Views	111,637	89,536	89,536	90,029	83,464						
Post Engagement	6,551	5766	5766	5687	7,727						2715
INSTAGRAM											
Followers	3409	3493	3493	3544	3619						3373
MoM Change	36	84	84	51	75						17
Reach	6,214	5758	5,758	5077	6330						3528
Engagement	522	322	322	349	407						234

PLACER AI. METRICS

Christmas Parade:

11.1k visitors up 11% from 2023

Average duration 119minutes

Demographics: Majority Walworth County, 11% Illinois Residents, 3% Kenosha County, 2.1% Milwaukee County

Winterfest:

76.8k visitors in 2023/ 61.7k visitors 2024

Average duration 77minutes

Demographics: Chicago and Illinois Northwest Suburbs reach 34% market visit, Walworth county 19.9% market visit, 54% total attendees from WI, some mentioned in Indiana, Iowa, Minnesota, and unknown data set.

Avg Family Household Income: \$147,000.00

Most Frequented Stops direct from visit: Speedo's Harborside, Popeyes, The Cove, Harbor Shores, Maxwell Mansion. Geneva Tap House and Champs both reached higher transit on Saturday.

Abominable Snow Race:

Market reach to 1700

Attendee 1400.

Average Duration: 190 minutes

Demographics: First year visit location 80.2%

Average Household Income: \$166,300

Most frequented stops during Event: Topsy Turvy, Clearwater Outdoor, Tuscan, Grand Geneva, The Ridge, Bella Vista.

Events & Promotions:

Listed Events for the year:

Indoor Sidewalk Sale – January 10-12th

Annual Meeting – March 12th

Spring Wine Walk – May 18th

Lemonade Day Crawl – August 20th

Maxwell Street Days - August 22-24th

Oktoberfest – October 11-12th

Fall Wine Walk – November 2nd

Light Up Lake Geneva Tree Lighting Shop Small Weekend – November 28-30th

Visits with Santa – Thursdays in December

Promotions Committee:

General promotions committee met May 22nd. Proposed some adjustments to Lemonade Crawl and representatives from Gallery 223 and from Gallery Lake Geneva attended to pitch an Art Crawl Plein Air and Gallery Walk. Developing idea for fall.

- i. Oktoberfest Planning – In process of mapping out event space for permit application. Meeting in May to finish event application. Also shared correspondence with City departments regarding concerns of moving the event to Flat Iron Park. Working with beer vendors and equipment rental. Sponsorships to become available in June. Promotions Committee is meeting to discuss downtown business marketing plans during the event.
- ii. Wine Walk Recap –
 - a. 28 locations.
 - b. 388 tickets sold.
 - c. Business Feedback Survey Went Out:
 - 1. Sale Growth: 60% said they saw about 10% increase in sales; 20% said they saw 11-25% increase in sales, 20% saw no change or did not respond.
 - 2. 33.3% of businesses reported a 75% increase in new customers. 66.7% of businesses reported 10-15% new customers.
 - 3. 66.7% of businesses reported sales or promotions offered/ of those 100% estimated sales increase.
 - 4. Fill In Feedback – Less attendees as usual; one upper floor store had issues with people finding their location; some attendees commented that they tasted 5 red wines in a row off of Main Street.
 - d. Customer Feedback:
 - 1. Wine Selections were good; 37% claimed too much red wine choices
 - 2. Customer Satisfaction of Hours and Number of Locations were at 86.3%
 - 3. Customers liked that we added additional snacks to check in bags
 - 4. Shopping Experience: 66.7% said they purchased items during wine walk. Price ranges from \$15-50 were most common purchases. 26% of customers said they shopped in non-participating stores siting the toy shop, Cornerstone, and Le Cookery.

5. One notable comment was that store merchandise seemed to be significantly more expensive than years past from repeat attendees.

Beautification:

- i. Mural Committee –
 - a. Art Selection Made for one large mural installation at 605 W Main Street’s East facing wall. Contract negotiation being finalized in May. Installation to take place in July.
 - b. Wall secured for 4 seasons mural, contracts and permit application in process
 - c. Location in negotiation for interactive mural being approved by property’s board June 12
 - d. Proposed fundraiser for continued art projects to be held May 2026.
- ii. Flowers – to installed before Memorial Day Weekend; adding in quotes for more fall decorations

Economic Vitality:

- i. Mayor Task Force March Meeting: Examined utility update timeline with follow up to take place in April. Looked at alternative parking solutions, and introducing a marketing tool for mapping and branded communication strategy from VIBEMAPS.
Updates from DOT include:
 - a. City allowed to work utility services in tandem of 2027 project, reducing the construction impact by 1 season
 - b. Bi-directional traffic to be implemented in downtown from 12 west to Cook Street with anticipated 1 season.
 - c. City to present “Final Plans” (meaning 90% complete) to DOT in May.
- ii. BID expansion data map being created with proposed property expansion to be completed in June. Request for a committee review of property details in BID to take place in June. Marketing to be launched in June for July public hearing item at City Hall.
- iii. Organized BID Connects event for May 21st to host lunch and learn with Monroe Advisors and paneled discussion on financial planning for small business sustainability during construction. Took place at The Bottle Shop at 11:30. 26 attendees. Follow up email to go to attendees with post event recap from Monroe Financial in June. Also sent out pre-planning traffic survey to businesses to share with Mayor Task Force.

Business Communications & Organization:

BRV: 17 site visits (36 to date)

- i. Presented Main Street Update at Committee of the Whole in May.
- ii. Met with Salt and Kai new location, Jayne Outlet location, 700 Sage Boutique
- iii. Review of the Main Street Resource Team ongoing
- iv. Developing a business resource guide with WCEDA for staff training workshops
- v. Met with local accessibility advocate about coalition for all abilities programming in consideration of the beach, sports activity programming, and walk around town with Public Works.
- vi. Launching a non-profit networking lunch group to develop strategies of organizational development and collaboration. To meet in June.

**CITY OF LAKE GENEVA
ROOM TAX COMPARISONS
2024 AND 2025**

2024

	Room Tax Regular	Room Tax Marketplace	Totals
January	46,345.11	15.52	46,360.63
February	66,449.53	43.29	66,492.82
March	84,536.65	172,059.59	256,596.24
April	63,357.72	20.09	63,377.81
May	106,782.84	118.54	106,901.38
June	225,867.09	189,668.55	415,535.64
July	278,306.46	169.25	278,475.71
August	249,111.16	178.73	249,289.89
September	201,656.62	229,206.50	430,863.12
October	121,703.75	75.05	121,778.80
November	66,614.28	19.20	66,633.48
December	67,256.48	125,153.36	192,409.84
	<u>1,577,987.69</u>	<u>716,727.67</u>	<u>2,294,715.36</u>

2025

	Room Tax Regular	Room Tax Marketplace	Additions Room Tax- Reg Since last Reported	Additions Room Tax- Marketplace Since last Reported	Net Totals	Amount Issued to LG Visit	Check Issue Date
January	24,826.04	0.60	27,291.94	-	52,118.58	-	
February	387.96	63.60	52,880.72	-	53,332.28	-	
March	1,074.49	188,602.36	77,823.31	-	267,500.16	-	
April	48,026.62	65.58	-	-	48,092.20	-	
May	-	-	-	-	-	29,919.77	6/6/2025
June					-		
July					-		
August					-		
September					-		
October					-		
November					-		
December					-		
	<u>74,315.11</u>	<u>188,732.14</u>	<u>157,995.97</u>	<u>-</u>	<u>421,043.22</u>	<u>29,919.77</u>	

Note: Marketplace Providers now pay on a quarterly basis

CITY OF LAKE GENEVA

BALANCE SHEET

APRIL 30, 2025

FUND 47 - TOURISMASSETS

47-00-00-11111	FUND CASH	996,006.84	
	TOTAL ASSETS		996,006.84

LIABILITIES AND EQUITYLIABILITIES

47-00-00-21100	ACCOUNTS PAYABLE	10,430.55	
	TOTAL LIABILITIES		10,430.55

FUND EQUITY

47-00-00-34800	RESTRICTED FUND BALANCE	1,075,073.65	
	REVENUES OVER EXPENDITURES - YTD	(89,497.36)	
	TOTAL FUND EQUITY		985,576.29
	TOTAL LIABILITIES & EQUITY		996,006.84

2024/2025 Tourism Grant Commitments

Meetings	Events	Amount committed	Vendor	Date of Event	Paid to Date	Remaining Balance	PAID
2024-Meetings							
November	Avian Committee	4,000.00	Avian Committee (Bird Backpacks)	Ongoing-April 2025	1,000.00	\$ 3,000.00	5/16/2025
	Winter Bridal Expo	15,000.00	Celebration Management	January 18, 2025	\$	15,000.00	
	Baseball/Softball Travel Tournaments	300,000.00	YMCA	Spring/Summer 2025	103,550.00	\$ 196,450.00	5/23/2025
	Rediscover Wonder	32,000.00	Lake Geneva Childrens Museum	March 15, 2025	\$	32,000.00	
	Women's Weekend 2025	20,500.00	Geneva Lake Women's Association	April 25-27, 2025	\$	20,500.00	
December	Downtown Ice Sculpture Walk	17,560.00	VISIT Lake Geneva	Jan 30-Feb 2, 2025	10,369.80	\$ 7,190.20	4/15/2025
2025-Meetings							
January	Fall 2025 and Winter 2026 Promo	TBD	Riviera -Heather Jones	Various	1,450.00		5/16/2025
February	Art in the Park	22,280.00	Geneva Lake Arts Foundation, Inc.	August 9-10, 2025	-	22,280.00	
	Wisconsin Cheese Festival	10,000.00	LG house of Music and Adams Publishing Group	May 16-18, 2025	-	10,000.00	
	Taco Fest	10,000.00	LG house of Music and Adams Publishing Group	September 12-14, 2025	-	10,000.00	
March	Wee Whiskey Fest	20,000.00	Geneva Lakes Whiskey Club	April 25-27, 2025	-	20,000.00	
April	None						
May	Corporate Meetings and Events	7,500.00	The Riviera Ballroom	June-September, 2025	-	7,500.00	
	Das Fest Wisconsin	15,000.00	Prost! Das Fest Wisconsin	July 18-20, 2025	-	15,000.00	
	Venetian Festival	27,500.00	Lake Geneva Jaycees	August 13-17, 2025	-	27,500.00	

Account Number	Account Title	2025-25 Period Actual	2025-25 Current year Actual	Current year Budget	Variance Current year	% of Budget
TOURISM						
TOURISM						
47-00-00-41210	ROOM TAX	.00	.00	1,400,000.00	1,341,333.78	4.19
47-00-00-46100	TOURISM MISC REVENUE	.00	.00	.00	.00	.00
47-00-00-48110	INTEREST INCOME	3,270.60	13,328.10	10,000.00	3,328.10-	133.28
47-00-00-49350	TRANSFER FROM GENERAL FUND	.00	.00	.00	.00	.00
Total TOURISM:		3,270.60	13,328.10	1,410,000.00	1,338,005.68	5.11
47-00-00-57100	HOTEL/MOTEL ASSN-CHAM OF COM	.00	.00	680,000.00	680,000.00	.00
47-00-00-57210	EVENTS COORDINATOR	.00	.00	.00	.00	.00
47-00-00-57212	RIVIERA MARKETING COORDINATOR	5,833.34	23,333.36	70,000.00	40,833.30	41.67
47-70-00-57150	PROMOTIONAL GRANT	10,369.80	71,555.51	200,402.00	17,153.51-	108.56
47-70-00-57155	TOURISM MUNICIPAL DEVELOPMENT	180.74	7,936.59	221,425.00	213,427.98	3.61
47-70-00-59500	TRANSFER TO LAKEFRONT FUND	.00	.00	.00	.00	.00
47-70-00-59600	TRANSFER TO DEBT SERVICE FUND	.00	.00	238,173.00	238,173.00	.00
TOURISM Expenditure Total:		16,383.88	102,825.46	1,410,000.00	1,155,280.77	18.07
Net Total TOURISM:		13,113.28-	89,497.36-	.00	182,724.91	.00
Net Grand Totals:		13,113.28-	89,497.36-	.00	182,724.91	.00

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
FUND CASH			03/31/2025 (03/25) Balance	47-00-00-11111			998,689.57
05/31/2025	CA	10	Cash Allocation - Created: 05/30/25 11:56 AM		3,270.60		
04/22/2025	CA-CD	52	CDA Fund Allocation - Created: 04/25/25 12:56			5,953.33-	
			04/30/2025 (04/25) Period Totals and Balance		3,270.60 *	5,953.33- *	996,006.84
ACCOUNTS PAYABLE			03/31/2025 (03/25) Balance	47-00-00-21100			.00
04/30/2025	AP	549	Summary Transactions from AP System			10,369.80-	
04/30/2025	AP	795	Summary Transactions from AP System			5,953.33-	
04/30/2025	AP	1052	Summary Transactions from AP System			60.75-	
04/25/2025	CDA	88694	CHARTER COMMUNICATIONS		119.99		
04/25/2025	CDA	88697	JONES, HEATHER		5,833.34		
			04/30/2025 (04/25) Period Totals and Balance		5,953.33 *	16,383.88- *	10,430.55-
RESTRICTED FUND BALANCE			03/31/2025 (03/25) Balance	47-00-00-34800			1,075,073.65-
			04/30/2025 (04/25) Period Totals and Balance		.00 *	.00 *	1,075,073.65-
INTEREST INCOME			03/31/2025 (03/25) Balance	47-00-00-48110			10,057.50-
04/30/2025	JE	31	REC APR LGIP ACTIVITY			3,270.60-	
			04/30/2025 (04/25) Period Totals and Balance		.00 *	3,270.60- *	13,328.10-
YTD Encumbrance	.00	YTD Actual	-13,328.10 Total	-13,328.10 YTD Budget	-10,000.00 Unearned	(3,328.10)	
RIVIERA MARKETING COORDINATOR			03/31/2025 (03/25) Balance	47-00-00-57212			17,500.02
05/01/2025	AP	720	JONES, HEATHER		5,833.34		
			**Desc: RIVIERA EVENTS COORDINATOR-MAY 2025				
			04/30/2025 (04/25) Period Totals and Balance		5,833.34 *	.00 *	23,333.36
YTD Encumbrance	.00	YTD Actual	23,333.36 Total	23,333.36 YTD Budget	70,000.00 Unexpended	46,666.64	
PROMOTIONAL GRANT			03/31/2025 (03/25) Balance	47-70-00-57150			61,185.71
04/14/2025	AP	532	VISIT LAKE GENEVA		10,369.80		
			**Desc: REIMB-ICE SCULPTURES 2025				
			04/30/2025 (04/25) Period Totals and Balance		10,369.80 *	.00 *	71,555.51
YTD Encumbrance	.00	YTD Actual	71,555.51 Total	71,555.51 YTD Budget	200,402.00 Unexpended	128,846.49	
TOURISM MUNICIPAL DEVELOPMENT			03/31/2025 (03/25) Balance	47-70-00-57155			7,755.85
04/14/2025	AP	714	CHARTER COMMUNICATIONS		119.99		
			**Desc: INTERNET SERV.- APR 2025				
04/12/2025	AP	882	US CELLULAR		60.75		
			**Desc: RIVIERA CELL-HEATHER				
			04/30/2025 (04/25) Period Totals and Balance		180.74 *	.00 *	7,936.59
YTD Encumbrance	.00	YTD Actual	7,936.59 Total	7,936.59 YTD Budget	221,425.00 Unexpended	213,488.41	
Number of Transactions: 12 Number of Accounts: 7					Debit	Credit	Proof
Total TOURISM:					25,607.81	25,607.81-	.00
Number of Transactions: 12 Number of Accounts: 7					Debit	Credit	Proof
Grand Totals:					25,607.81	25,607.81-	.00

Date	Journal	Reference Number	Payee or Description	Account Number	Debit Amount	Credit Amount	Balance
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Report Criteria:

Actual Amounts
Only Accounts With Balances
Summarize Payroll Detail
Print Period Totals
Print Grand Totals
Include Only Description Comments
Page and Total by FUND
All Segments Tested for Total Breaks
[Report].Account Number = "47000011111"-"47700059500"

CITY OF LAKE GENEVA TOURISM COMMISSION



TOURISM PROMOTION GRANT INFORMATIONAL GUIDE

¹ December 2024

I. INTRODUCTION:

In 2017, the City of Lake Geneva Common Council passed Ordinance 17-03, creating and amending Chapter 70, Sec. 70-55, establishing a Tourism Commission to be responsible for the coordination of tourism promotion and tourism development within the City and for ensuring that all room tax dollars are spent on tourism promotion and development as defined in Wisconsin State Statute 66.0615. As part of the duties, this Commission has established the Tourism Promotion Grant Program to fulfill its obligation to support marketing projects, including advertising media buys, creation of printed or electronic promotional tourist materials, or efforts to recruit conventions, sporting events, or motor coach groups.

The Grants are intended to be provided to applicants that can clearly show their event is reasonably likely to generate paid overnight stays by transient tourists at more than one establishment on which a room tax is imposed, that are owned by different persons and located within the City of Lake Geneva. The Commission intent is to focus on those applicants that can demonstrate that likeliness primarily seven days a week during non-peak periods and Sunday to Thursday nights during peak periods (Peak periods being Memorial Day through Labor Day, non-peak Labor Day through Memorial Day).

II. ELIGIBLE APPLICANTS:

Eligible applicants for the Grant are businesses, non-profits, civic groups, downtown promotional entities, and tourism promotion entities who can convey to the Commissions' consensus that their event is reasonably likely to generate paid overnight stays by transient tourists within the City. Applicants must demonstrate that their event or promotion opportunity has fulfilled the State Statute requirements for the grant expenditures. Tourism Commission members shall not be eligible to participate in the program.

Applicants must also state:

- Where is this event physically located?
- What other governmental bodies have been approached for support and what amount has been received?
- Has the City of Lake Geneva Common Council approved this event taking place? (All proposed events must be approved by the Council prior to applying for a tourism grant).

Administration of the Grant Fund will be reviewed by the Tourism Commission with final approval given by a simple majority of those voting. The City Administrator shall be responsible for the day –to–day administration of the Grant Program after Commission approval.

Section 1-Submit for Approval

City of Lake Geneva Tourism Commission

Tourism Promotion Grant Application

Revised December 2024

Date Submitted: 5/12/25

Organization: - MIDWEST YOUNG ARTISTS CONCERT

Contact Person: FRED GAHL

Phone Number: 917 509-1990

Street Address: 461 SOUTH LAKE SHORE DRIVE

City, State, Zip: LAKE GENEVA, WI, 53147

Email Address: FGAHL@STRATEGICFR.COM

Name of Event: " JAZZ BY THE LAKE "

Date(s) of Event: JULY 19, 2025

Deadline for receipt submittal to the City (45 days after event ending): YES

Location of Event: FLAT IRON PARK, LAKE GENEVA

Type of Event: CONCERT

(Festival, Cultural, Convention, Tour, Sporting, Other)

Estimated Number of Attendees: 200

Have you Applied Before? Yes or No; Explain: NO

Where is this event physically located? (street address and governmental jurisdiction):

201 WRIGHT DR, LAKE GENEVA

What other governmental bodies have been approached for support and what amount has been received? NONE

III. APPLICATION PROCEDURES:

Applications are due and shall be submitted no later than 12: 00 PM (Noon) one week prior to the Tourism Commission meeting. See City of Lake Geneva website calendar for Tourism Commission meeting dates.

Businesses that are interested in applying for Grant Funds can download the application from the City of Lake Geneva website, and submit to the Lake Geneva City Administrator and designee via email at cityadmin@cityoflakegeneva.gov or mail to the Lake Geneva City Hall, 626 Geneva Street, Lake Geneva WI 53147. Applications along with applicable materials are to be marked as "Promotional Tourism Grant."

Following submittal of an application to the Commission, the Commission will examine the application, approve or deny the application and level of financial support to be granted. As part of the application, the commission requires the Tourism Commission logo and its website (link or QR Code) to be placed on marketing event/initiative materials including printed materials, banners, event websites and all other social media outlets used.

Once the Commission has completed its review of the application, the applicant may be informed of any deficiencies and be requested to amend the application, if necessary. Upon receipt of the completed application, it will be presented to the Commission for consideration.

As part of the grant approval, the Commission may require room block rental contracts with City of Lake Geneva hotels (for applicable events) one week prior.

IV. APPROVAL PROCEDURES:

Ten-minute presentations with grant applicants and the Tourism Commission shall take place after a grant request has been submitted. Be prepared to explain how you calculated your estimate for overnight room stays. The Tourism Commission reserves the right to reject all applications or to accept any application which will best serve the interests of the City of Lake Geneva and the Tourism Commission.

V. EVENT EXPENSE REIMBURSEMENT PROCEDURES:

Businesses and organizations that have been approved for Grant Funds should indicate the final event/initiative date and will be given 45 days from that date to submit their receipts and examples of any marketing materials, using the attached form. Approved expenses after the event should be emailed to the City of Lake Geneva electronically at cityadmin@cityoflakegeneva.gov. The City of Lake Geneva will follow their internal policies in regards to reimbursement and documentation needed for reimbursement up to the approved amount. Any disputes arising from submission will be reviewed for State law compliance by the Lake Geneva City Attorney and the Lake Geneva City Administrator.

Has the City of Lake Geneva Common Council approved this event taking place? (All proposed events must be approved *prior* to applying for a tourism grant). Yes No YES

Estimated Number of Overnight Stays: 300

Note: Please explain above how you estimated the number of overnight stays.

Annual Event (Yes/No): YES

Note: In addition, if chosen, the applicant agrees to include the Tourism Commission logo and its website (link or QR Code) on marketing event/initiative materials including printer materials, banners, event websites and all other social media and will be required to provide paid receipts, and an evaluation of the results of this promotional effort within 45 days of its completion, which is to include approximate number of room nights retained in City of Lake Geneva hotels.

Grant Amount Requested: \$9800.00

Provide as attachment the following:

- 1) Event Overview/Description
- 2) Event Budget (Include how grant funds will be used)
- 3) Mock-up of all Marketing Material to include the Tourism Commission Logo
- 4) Marketing plan for the event
- 5) How will this grant generate overnight stays within the City of Lake Geneva?
- 6) How did you or your organization calculate the estimated number of overnight stays to be generated by your event?
- 7) Any other helpful information

*Please beware that the applicant is required to notify the City Administrator or Tourism Commission Chair prior to making changes to the event as proposed in this grant application regarding event location, events planned, etc. Failure to provide notice and receive approval by the City Administrator or the Tourism Commission Chair may invalidate the grant approval.

Please send the completed application with required additional information, one week prior to meeting, to cityadmin@cityoflakegeneva.gov

Important points for your grant presentation at Tourism Commission:

- Please verify permitting requirements with the City of Lake Geneva *Tourism Grant Applications will not be considered until any required permits or approvals by the City Council are obtained.
- Please be prepared to address the items outlined on page four of this packet when presenting to the Tourism Commission.
- If you are going to bring printed materials to the meeting as part of your presentation; bring seven (7) copies, so all members of the Tourism Commission and the meeting recorder will have copies.
- Presentations should not last more than ten (10) minutes. Additional time is reserved for members of the Tourism Commission to ask questions of the applicant.
- If you intend to present any digital materials to the Commission, you must provide those to the City Administrator one week prior to the meeting.

CITY OF LAKE GENEVA TOURISM PROMOTION GRANT APPLICATION

MYA Jazz By The Lake

05/14/25

1.Event Overview

Flat-Iron park on the Lake to provide setting for residents to picnic. And/or enjoy;

Celebrations Food Service catering- Truck-offerings from food truck service provided by Celebrations on Wells on location by the lake in the park.

Community State Bank- proposed to provide free ice cream served from vintage food trailer.

Lake Geneva Jaycees- proposed to staff beverage concessions

Midwest Young Artists- to provide 18 piece award-winning youth jazz ensemble to perform 3-hour concert "Jazz By The Lake";

5-saxophones

4-trombones

4-trumpets

1-Bass

1-Drummer

1-Piano

1-Guitar

2. Event Budget-\$9800

Print

Radio

Internet

Direct Mail Invitation

Event Brite On-line

CITY OF LAKE GENEVA TOURISM PROMOTION GRANT APPLICATION

3. Mock up of all Marketing Material to include City Of Lake Geneva Logo-YES

4. Marketing Plan For Event

-MYA has a well-established network, and database, comprised of 40,000 families and friends.

-Media will retain services to professionally reach out to invite area and community music supporters. And invite Southern Wisconsin and Chicagoland alumni, friends and Jazz aficionado's.

-Each group will commit to cross-promote with Social Media Marketing (Facebook, LinkedIn, Instagram, X)

Marketing Components

-Radio-WLKG 60x30	=\$1,000 (custom designed spots)
30x60	=\$1500 (custom designed spots)
-Newspaper-LGRN-On-Line	=\$480; (On-line \$12 cpm, target 40,000 persons)
Print-¼ color	=\$870
Social media-Instagram	=\$800 (Custom flyer month before)
-Facebook	=\$400 (Custom designed video month before)
Regional Music Newsletter Blasts	=\$1,000 (10,000 subscribers)
Marketing Collateral	
Flyers, posters, website banners	=\$500
Design/Web/Promotional Service	=\$2250
Evite	=\$1,000
Grant request	=\$9800.

CITY OF LAKE GENEVA TOURISM PROMOTION GRANT APPLICATION

5. How will this generate overnight stays

The majority will be from out of town. Attracted in general by the topic “Jazz” event, awareness driven, local invitees and followers of MYA,

Made from awareness to event made by marketing efforts and invitations from local groups, residents to outside “friends and families”

Over 100 attendees and performing family members will be coming from out of town and be incented by a Saturday performance to “make a weekend” of the event.

6. How did you calculate the number of stays to be generated?

Based on the number of followers, attracted visitors, performers, families. visitors.

Significance of specific program being presented and draw of Lake Geneva as preferred tourism/event destination statewide.

7. Any other helpful information.

This “hybrid” format allows the local community to attract a high level of art and entertainment.

While also both attracting visitors from outside our community by providing an event to begin to build point of difference sense of local community, and valued point of difference source of quality sought after entertainment locally.

Lake Geneva Community Foundation

Fred Gahl

CITY OF LAKE GENEVA TOURISM PROMOTION GRANT APPLICATION

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While also both attracting visitors from outside our community by providing an event to begin to build point of difference sense of local community, and valued point of difference source of quality sought after entertainment locally.

Unique Home Décor

Fred Gahl

CITY OF LAKE GENEVA TOURISM COMMISSION



TOURISM PROMOTION GRANT INFORMATIONAL GUIDE

Revised August 2023

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Applicants must also state:

- Where is this event physically located?
- What other governmental bodies have been approached for support and what amount has been received?
- Has the City of Lake Geneva Common Council approved this event taking place? (All proposed events must be approved by the Council prior to applying for a tourism grant).

Administration of the Grant Fund will be reviewed by the Tourism Commission with final approval given by a simple majority of those voting. The City Administrator shall be responsible for the day –to-day administration of the Grant Program after Commission approval.

III. APPLICATION PROCEDURES:

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Businesses that are interested in applying for Grant Funds can download the application from the City of Lake Geneva website, and submit to the Lake Geneva City Administrator and designee via email at cityadmin@cityoflakegeneva.gov or mail to the Lake Geneva City Hall, 626 Geneva Street, Lake Geneva WI 53147. Applications along with applicable materials are to be marked as “Promotional Tourism Grant.”

Following submittal of an application to the Commission, the Commission will examine the application, approve or deny the application and level of financial support to be granted. As part of the application, the commission requires the City of Lake Geneva logo placed on marketing event/initiative materials including printer materials, banners, websites and all out social media outlets used.

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IV. APPROVAL PROCEDURES:

Ten-minute presentations with grant applicants and the Tourism Commission may take place after a grant request has been submitted. Be prepared to explain how you calculated your estimate for overnight room stays. The City/Tourism Commission reserves the right to reject all applications or to accept any application which will best serve the interests of the City of Lake Geneva and the Tourism Commission.

V. EVENT EXPENSE REIMBURSEMENT PROCEDURES:

Businesses and organizations that have been approved for Grant Funds should indicate the final event/initiative date and will be given 45 days from that date to submit their receipts and examples of any marketing materials, using the attached form. Approved expenses after the event should be emailed to the City of Lake Geneva electronically at cityadmin@cityoflakegeneva.gov. The City of Lake Geneva will follow their internal policies in regards to reimbursement and documentation needed for reimbursement up to the approved amount. Any disputes arising from submission will be reviewed for State law compliance by the Lake Geneva City Attorney and the Lake Geneva City Administrator.

City of Lake Geneva Tourism Commission

Tourism Promotion Grant Application

Revised June 2023

Date Submitted: 11/04/24

Organization: Geneva Lake Women's Association (GLWA)

Contact Person: Kathy Papcke, Chair, Women's Weekend 2025 Committee

Phone Number: 262-496-6016

Street Address: PO Box 671

City, State, Zip: Lake Geneva, WI 53147

Email Address: wwlakegeneva@gmail.com

Name of Event: Women's Weekend 2025 - ~~The Adventure Begins Here~~

Date(s) of Event: Friday, April 25 to Sunday, April 27, 2025

Deadline for receipt submittal to the City (45 days after event ending): June 11, 2025

Location of Event: Downtown Lake Geneva, various locations and venues

Type of Event: Fundraiser for GLWA philanthropic fund

(Festival, Cultural, Convention, Tour, Sporting, Other)

Estimated Number of Attendees: 250-300

Have you Applied Before? Yes or No; Explain: Yes, GLWA applied for and received funding in 2020, 2021, 2022, 2023. and 2024

Where is this event physically located? (street address and governmental jurisdiction):

Weekend activities occur at various business and venues, including LG Cruise Line and Riviera.

What other governmental bodies have been approached for support and what amount has been received? None

Has the City of Lake Geneva Common Council approved this event taking place? (All proposed events must be approved *prior* to applying for a tourism grant). Yes / No NA

Estimated Number of Overnight Stays: Estimated 500 overnight stays.

2 nights x 250-300 attendees (some guests are local or stay in the same room)

Note: Please explain above how you estimated the number of overnight stays.

Annual Event (Yes/No): Yes

Note: In addition, if chosen, the applicant agrees to include the City of Lake Geneva logo on all marketing materials including print, banners, websites and social media and will be required to provide paid receipts, and an evaluation of the results of this promotional effort within 45 days of its completion, which is to include approximate number of room nights retained in City of Lake Geneva hotels.

Grant Amount Requested: \$20,500

Provide as attachment the following:

- 1) Event Overview/Description
- 2) Event Budget (Include how grant funds will be used)
- 3) Mock-up of all Marketing Material to include City of Lake Geneva Logo
- 4) Marketing plan for the event
- 5) How will this grant generate overnight stays within the City of Lake Geneva?
- 6) How did you or your organization calculate the estimated number of overnight stays to be generated by your event?
- 7) Any other helpful information

*Please beware that the applicant is required to notify the City Administrator or Tourism Commission Chair prior to making changes to the event as proposed in this grant application in regard to event location, events planned, etc. Failure to provide notice and receive approval by the City Administrator or the Tourism Commission Chair may invalidate the grant approval.

Please send the completed application with required additional information, one week prior to meeting, to cityadmin@cityoflakegeneva.gov

Important points for your grant presentation at Tourism Commission:

Revised September, 2021

- Please verify permitting requirements with the City of Lake Geneva *Tourism Grant Applications will not be considered until any required permits or approvals by the City Council are obtained.
- Please be prepared to address the items outlined on page four of this packet when presenting to the Tourism Commission.
- If you are going to bring printed materials to the meeting as part of your presentation; bring seven (7) copies, so all members of the Tourism Commission and the meeting recorder will have copies.
- Presentations should not last more than ten (10) minutes. Additional time is reserved for members of the Tourism Commission to ask questions of the applicant.
- If you intend to present any digital materials to the Commission, you must provide those to the City Administrator one week prior to the meeting.

Important points before submitting your invoices to the Tourism Commission for reimbursement:

Revised September, 2021

- All reimbursable expenses must be listed on the attached Reimbursement Form and submitted to the City Administrator at one time
- All reimbursable expenses must be submitted to the City no later than forty-five (45) consecutive days after the event; not business days
- All expenses to be reimbursed must have an actual receipt included
- All reimbursable receipts must be marked “paid” by the vendor
- You must use the Tourism Commission Reimbursement Form provide. The form must correlate exactly with the individual receipts that are attached.
- Reimbursement forms need to include the Grant Evaluation Form before grant funds will be released.

Under no circumstances will the Tourism Commission reimburse invoices submitted which exceed the amount approved.

City of Lake Geneva Tourism Commission Reimbursement Form

Revised September, 2021

Name: _____

Organization Name: _____

Payment made Payable to: _____

Remittance Address: _____

Contact Phone #: _____ Email: _____

- Please use the table below to list invoices for reimbursement; remember to attach copies of paid invoices for verification. **Reimbursement forms need to include the Grant Evaluation Form before grant funds will be released.**

<u>Invoice Date</u>	<u>Invoice #</u>	<u>Vendor Name</u>	<u>Purchase Description</u>	<u>Purchase Amount</u>	<u>Date Paid</u>

City of Lake Geneva Tourism Commission

Grant Evaluation Form

Revised September, 2021

The City of Lake Geneva Tourism Commission provided funds for your organization's promotional efforts. As required by our guidelines, in return for our investment, you must provide an evaluation of the results of this promotional effort within forty-five (45) days of its completion. This shall be remitted along with marketing materials and paid receipts before grant dollars will be authorized and distributed. Please note that evaluations will be reviewed when consideration of future grants are requested by your organization. Forward all of the required information to:

cityadmin@cityoflakegeneva.gov

or mail to

City of Lake Geneva

626 Geneva Street

Lake Geneva, WI 53147

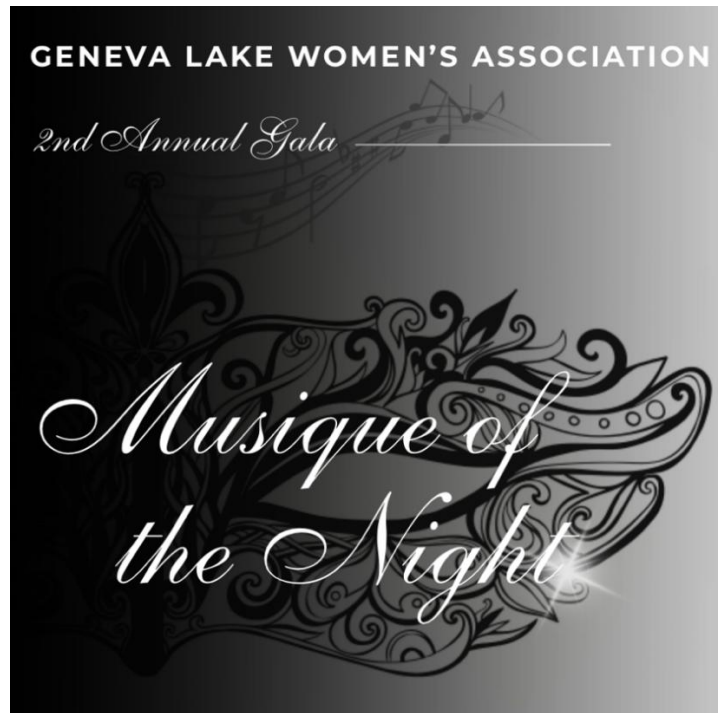
1. Provide a final media synopsis that includes the following information
 - a. Number of customer responses generated from type of media utilized
 - b. What media did you use in your use in your campaign?
 - c. What were your target markets?
2. In your grant application you listed estimated number of attendees. What were your actual results?
3. In your grant application you listed estimated number of overnight stays. Please estimate approximate number of City of Lake Geneva hotel room nights booked and how that estimate was attained.
4. Provide an income and expense statement to include actual paid receipts. Any items that are grouped together in a category (I.e. contributions cash or in-kind trade) must be detailed on a separate sheet.
5. Please include any additional information you would consider pertinent in summarizing your promotion/event.

Name: Kathleen Papcke Date: 11/04/2024

Name of Organization: Geneva Lake Women's Association

Email: wwlakegeneva@gmail.com Phone: 262-496-6016

Geneva Lake Women's Association Gala Days and Nights: "Musique of the Night" Overview and Marketing Plan



EVENT OVERVIEW

When is a gala more than a gala? When it's a gala weekend! That's the concept behind the Geneva Lake Women's Association upcoming fundraising event, Gala Days and Nights, planned for this fall, Oct. 24-26, 2025. With a premier Saturday night gala event as the cornerstone, the weekend will include a glamorous Friday night pre-party, and menu of activities for Saturday and Sunday.

Coming off an award-winning anniversary year and proudly recognized with a Visit Lake Geneva Community Impact Award, Geneva Lake Women's Association (GLWA) is well-known for offering stellar, community-focused events, all to raise money for charitable organizations benefiting Walworth County. GLWA is well positioned to build and expand this new concept for the Gala Days and Nights experience.

Musique of the Night: As one of three annual fundraising events, the GLWA fall gala, scheduled for Saturday, Oct. 25, at Grand Geneva Resort & Spa, offers attendees a special night of glamour and glitz, all to raise funds for local charities. This year's theme, *Musique*

of the Night, offers an exquisite concept of art and music, offering a unique and memorable evening for guests.

Gala Days & Nights: Adding to the exciting weekend agenda will be a Friday night pre-party at The Baker House featuring opera music, fine dining and more. On Saturday morning and afternoon, a menu of pampering services from participating Geneva Lake area spas, along with special deals on golf, ziplining and other activities around town will keep guests engaged with local businesses throughout the day. Sunday morning brunch options will round out the weekend.

GLWA will work with local hotels to present guests with hotel discounts for the weekend stay. Local businesses and retailers will be featured in auction packages at the pre-party and gala. Messaging will reference the beauty of the fall season in Lake Geneva to entice the weekend long stay.

Cross-promotion of annual events: In the spirit of ongoing promotion of all three annual fundraising events, the Marketing Plan presented below incorporates a year-long schedule to cross-promote Ladies Day Luncheon (September 2025); Fall Gala (October 2025) and Women's Weekend (April 2026). The plan offers a blend of traditional and new media, reaching local and out-of-town residents of Greater Chicago, Milwaukee and Madison.

MARKETING PLAN

- **Multiple media channels including direct mail, social, web, targeted digital.**
- **Target based on location (within 2 hours) and propensity for Lake Geneva visits.**
- **Leverage local networks including membership.**
- **Align purpose and activities to garner local business and hotel support.**
- **Goals are to:**
 - **Raise awareness of GLWA and its charitable work**
 - **Call to action for Gala attendance with weekend stays**
 - **Encourage engagement with local businesses during event weekend**
 - **Position Lake Geneva as a place for new, exciting experiences**
 - **Encourage future visits to Lake Geneva**
 - **Cross-promote GLWA events throughout the year**

Multi-channel – Includes a combination of radio broadcast, digital and SEM, email, Web and social media.

Reach – The plan harnesses the power of WGN Radio, which reaches nearly 400,000 Adults in the Chicago DMA each week, WGN’s 50,000-watt signal can also be heard across the Midwest in Indiana, Iowa, Michigan, Minnesota, Missouri, Ohio and Wisconsin and across the world on all streaming platforms and devices. The WGN plan will be combined with sophisticated targeted digital and social media campaigns to expand and deepen reach to targeted markets.

Demographic – Affluent, residing 2 hours to Lake Geneva, male and female, age 29 to 70.

Creative – Compelling creative sets the tone for a premier event and weekend, and supports the GLWA brand

Timing	Summer 2025	Fall 2025	Spring 2026
Tactics	Digital, SEM and OTT, Web and social media WGN Radio (25%) Earned media	WGN radio (50%) includes on-air segments, sweepstakes WLKG radio, includes on-air segment, social Print, digital, SEM, OTT and social media, targeted to key markets Print invitations and email program Earned media	Digital, SEM and OTT, Web and social media WGN Radio (25%) Earned media
Content themes	Ladies Day Luncheon Gala Weekend	Gala Days and Nights, Musique of the Night Fall weekend in LG	Women’s Weekend

MARKETING CHANNELS AND MEDIA OUTLETS

Broadcast: WGN (Greater Chicago), includes on-air segments, sweepstakes, social, Web and digital ads. WLKG (Walworth County) includes on-air segments and social posts.

Digital: Radio extra assets, targeted digital to Milwaukee, Madison. SEM and OTT campaigns

Websites: GLWA, Visit Lake Geneva, WGN

Direct email: GLWA, Visit Lake Geneva, WGN

Point of Sale: Promotional flyers, distributed locally

Social Media: [Facebook](#), Instagram and YouTube

CROSS-MARKETING STRATEGY

While the primary focus of the campaign will be to introduce and promote and encourage call to action to participate in the Gala Days and Nights, with the Musique of the Night as the cornerstone event for a fall getaway to Lake Geneva, the WGN package will include pulsed on and off campaigns supporting the other two major events for GLWA, the Ladies Day Luncheon in September and Women's Weekend in April 2026. With this strategy, GLWA events and Lake Geneva will have a sustained presence in key Chicago markets throughout the year. GLWA will work with VLG and the LG BID to ensure alignment to ongoing tourism efforts.

Projected Budget for Marketing Expenses

Websites:	\$0	
Social:	\$1500	Targeted paid ads
Direct email:	\$1500	Visit Lake Geneva
Print advertising:	\$4500	At the Lake Magazine
Digital/SEM	\$10,000	APG, Milwaukee and Madison
Broadcast (+digital):	\$31000	WGN Radio, Greater Chicago WLKG Radio, Walworth County
POS/printing	\$1500	Promotional flyers/save the date/banners
Earned media:	\$0	PR placements
Total Request	\$50,000	

CITY OF LAKE GENEVA TOURISM COMMISSION



TOURISM PROMOTION GRANT INFORMATIONAL GUIDE

December 2024

I. INTRODUCTION:

In 2017, the City of Lake Geneva Common Council passed Ordinance 17-03, creating and amending Chapter 70, Sec. 70-55, establishing a Tourism Commission to be responsible for the coordination of tourism promotion and tourism development within the City and for ensuring that all room tax dollars are spent on tourism promotion and development as defined in Wisconsin State Statute 66.0615. As part of the duties, this Commission has established the Tourism Promotion Grant Program to fulfill its obligation to support marketing projects, including advertising media buys, creation of printed or electronic promotional tourist materials, or efforts to recruit conventions, sporting events, or motor coach groups.

The Grants are intended to be provided to applicants that can clearly show their event is reasonably likely to generate paid overnight stays by transient tourists at more than one establishment on which a room tax is imposed, that are owned by different persons and located within the City of Lake Geneva. The Commission intent is to focus on those applicants that can demonstrate that likeliness primarily seven days a week during non-peak periods and Sunday to Thursday nights during peak periods (Peak periods being Memorial Day through Labor Day, non-peak Labor Day through Memorial Day).

II. ELIGIBLE APPLICANTS:

Eligible applicants for the Grant are businesses, non-profits, civic groups, downtown promotional entities, and tourism promotion entities who can convey to the Commissions' consensus that their event is reasonably likely to generate paid overnight stays by transient tourists within the City. Applicants must demonstrate that their event or promotion opportunity has fulfilled the State Statute requirements for the grant expenditures. Tourism Commission members shall not be eligible to participate in the program.

Applicants must also state:

- Where is this event physically located?
- What other governmental bodies have been approached for support and what amount has been received?
- Has the City of Lake Geneva Common Council approved this event taking place? (All proposed events must be approved by the Council prior to applying for a tourism grant).

Administration of the Grant Fund will be reviewed by the Tourism Commission with final approval given by a simple majority of those voting. The City Administrator shall be responsible for the day –to-day administration of the Grant Program after Commission approval.

III. APPLICATION PROCEDURES:

Applications are due and shall be submitted no later than 12: 00 PM (Noon) one week prior to the Tourism Commission meeting. See City of Lake Geneva website calendar for Tourism Commission meeting dates.

Businesses that are interested in applying for Grant Funds can download the application from the City of Lake Geneva website, and submit to the Lake Geneva City Administrator and designee via email at cityadmin@cityoflakegeneva.gov or mail to the Lake Geneva City Hall, 626 Geneva Street, Lake Geneva WI 53147. Applications along with applicable materials are to be marked as “Promotional Tourism Grant.”

Following submittal of an application to the Commission, the Commission will examine the application, approve or deny the application and level of financial support to be granted. As part of the application, the commission requires the Tourism Commission logo and its website (link or QR Code) to be placed on marketing event/initiative materials including printed materials, banners, event websites and all other social media outlets used.

Once the Commission has completed its review of the application, the applicant may be informed of any deficiencies and be requested to amend the application, if necessary. Upon receipt of the completed application, it will be presented to the Commission for consideration.

As part of the grant approval, the Commission may require room block rental contracts with City of Lake Geneva hotels (for applicable events) one week prior.

IV. APPROVAL PROCEDURES:

Ten-minute presentations with grant applicants and the Tourism Commission shall take place after a grant request has been submitted. Be prepared to explain how you calculated your estimate for overnight room stays. The Tourism Commission reserves the right to reject all applications or to accept any application which will best serve the interests of the City of Lake Geneva and the Tourism Commission.

V. EVENT EXPENSE REIMBURSEMENT PROCEDURES:

Businesses and organizations that have been approved for Grant Funds should indicate the final event/initiative date and will be given 45 days from that date to submit their receipts and examples of any marketing materials, using the attached form. Approved expenses after the event should be emailed to the City of Lake Geneva electronically at cityadmin@cityoflakegeneva.gov. The City of Lake Geneva will follow their internal policies in regards to reimbursement and documentation needed for reimbursement up to the approved amount. Any disputes arising from submission will be reviewed for State law compliance by the Lake Geneva City Attorney and the Lake Geneva City Administrator.

Section 1-Submit for Approval
City of Lake Geneva Tourism Commission
Tourism Promotion Grant Application

Revised December 2024

Date Submitted: May 27th, 2025

Organization: Dawn Springer Dance Projects

Contact Person: Dawn Springer

Phone Number: 917-701-3113

Street Address: 133 W Monrovia Ave

City, State, Zip: Milwaukee, WI 53217

Email Address: dawn.springer@gmail.com

Name of Event: Sylph, A Contemporary Ballet

Date(s) of Event: August 27 + 28

Deadline for receipt submittal to the City (45 days after event ending): October 13 2025

Location of Event: Ferro Pavilion, The Former George Williams College

Type of Event: Performance

(Festival, Cultural, Convention, Tour, Sporting, Other)

Estimated Number of Attendees: 250-300 with potentially more depending on lawn seating availability

Have you Applied Before? Yes or No; Explain: No

Where is this event physically located? (street address and governmental jurisdiction):

350 Constance Blvd, Williams Bay, WI 53191

What other governmental bodies have been approached for support and what amount has been received? The creation of Sylph was supported through \$1350 from the Research Grant Funds at the Peck School of the Arts at the University of WI, Milwaukee

Has the City of Lake Geneva Common Council approved this event taking place? (All proposed events must be approved **prior** to applying for a tourism grant). Yes / No_____

Estimated Number of Overnight Stays: 25-35

Note: Please explain above how you estimated the number of overnight stays.

Annual Event (Yes/No): No

Note: In addition, if chosen, the applicant agrees to include the Tourism Commission logo and its website (link or QR Code) on marketing event/initiative materials including printer materials, banners, event websites and all other social media and will be required to provide paid receipts, and an evaluation of the results of this promotional effort within 45 days of its completion, which is to include approximate number of room nights retained in City of Lake Geneva hotels.

Grant Amount Requested: \$7,948

Provide as attachment the following:

- 1) Event Overview/Description
- 2) Event Budget (Include how grant funds will be used)
- 3) Mock-up of all Marketing Material to include the Tourism Commission Logo
- 4) Marketing plan for the event
- 5) How will this grant generate overnight stays within the City of Lake Geneva?
- 6) How did you or your organization calculate the estimated number of overnight stays to be generated by your event?
- 7) Any other helpful information

*Please beware that the applicant is required to notify the City Administrator or Tourism Commission Chair prior to making changes to the event as proposed in this grant application regarding event location, events planned, etc. Failure to provide notice and receive approval by the City Administrator or the Tourism Commission Chair may invalidate the grant approval.

Please send the completed application with required additional information, one week prior to meeting, to cityadmin@cityoflakegeneva.gov

Important points for your grant presentation at Tourism Commission:

- Please verify permitting requirements with the City of Lake Geneva *Tourism Grant Applications will not be considered until any required permits or approvals by the City Council are obtained.
- Please be prepared to address the items outlined on page four of this packet when presenting to the Tourism Commission.
- If you are going to bring printed materials to the meeting as part of your presentation; bring seven (7) copies, so all members of the Tourism Commission and the meeting recorder will have copies.
- Presentations should not last more than ten (10) minutes. Additional time is reserved for members of the Tourism Commission to ask questions of the applicant.
- If you intend to present any digital materials to the Commission, you must provide those to the City Administrator one week prior to the meeting.

Section 2-Submit For Reimbursement/Final Evaluation

City of Lake Geneva Tourism Commission Reimbursement Form

Name: _____

Organization Name: _____

Payment made Payable to: _____

Remittance Address: _____

Contact Phone #: _____ Email: _____

- **Please use the table below to list invoices for reimbursement; remember to attach copies of paid invoices for verification. *Reimbursement forms need to include the Grant Evaluation Form before grant funds will be released.***

Invoice Date	Invoice #	Vendor Name	Purchase Description	Purchase Amount	Date Paid

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City of Lake Geneva Tourism Commission

Important points before submitting your invoices to the Tourism Commission for reimbursement:

- All reimbursable expenses must be listed on the attached Reimbursement Form and submitted to the City Administrator at one time
- All reimbursable expenses must be submitted to the City no later than forty-five (45) consecutive days after the event; not business days
- All expenses to be reimbursed must have an actual receipt included
- All reimbursable receipts must be marked “paid” by the vendor
- You must use the Tourism Commission Reimbursement Form provide. The form must correlate exactly with the individual receipts that are attached.
- Reimbursement forms need to include the Grant Evaluation Form before grant funds will be released.

Under no circumstances will the Tourism Commission reimburse invoices submitted which exceed the amount approved.

City of Lake Geneva Tourism Commission

Grant Evaluation Form

The City of Lake Geneva Tourism Commission provided funds for your organization's promotional efforts. As required by our guidelines, in return for our investment, you must provide an evaluation of the results of this promotional effort within forty-five (45) days of its completion. This shall be remitted along with marketing materials and paid receipts before grant dollars will be authorized and distributed. Please note that evaluations will be reviewed when consideration of future grants are requested by your organization. Forward all of the required information to:

cityadmin@cityoflakegeneva.gov

or mail to

City of Lake Geneva

626 Geneva Street

Lake Geneva, WI 53147

1. Provide a final media synopsis that includes the following information
 - a. Number of customer responses generated from type of media utilized
 - b. What media did you use in your use in your campaign?
 - c. What were your target markets?
2. In your grant application you listed estimated number of attendees. What were your actual results?
3. In your grant application you listed estimated number of overnight stays. Please estimate approximate number of City of Lake Geneva hotel room nights booked and how that estimate was attained.
4. Provide an income and expense statement to include actual paid receipts. Any items that are grouped together in a category (I.e. contributions cash or in-kind trade) must be detailed on a separate sheet.
5. Please include any additional information you would consider pertinent in summarizing your promotion/event.

Name: _____ Date: _____

Name of Organization: _____

Email: _____ Phone: _____

Lake Geneva Tourism Commission Grant Application

Applicant: Dawn Springer Dance Projects

Project Title: *Sylph*, A Contemporary Ballet Performance

Performance Venue: Ferro Pavilion, Former George Williams Campus

Event Dates: Wednesday, August 27th + Thursday, August 28th

Estimated Attendees: 250-300 over two nights

Previous Applications: No

1) Event Overview/Description

Sylph is an evening-length, critically acclaimed contemporary ballet choreographed by Dawn Springer. This summer, it will be performed August 27th and 28th at the Ferro Pavilion on the former George Williams College campus. *Sylph* will bring a cast of five internationally accomplished professional dancers from the U.S., Venezuela, Canada, and Japan with music by percussionist and composer Jon Mueller to the shores of Geneva Lake.

This site-responsive dance work was praised by the Milwaukee Shepherd Express as "a stellar example of choreography and music" in October of 2024. Mueller, named an Avant Album of the Year artist by Rolling Stone Magazine, collaborated with musicians Aiden Baker and Faith Coloccia on the score. The production offers an immersive experience of recorded sound and professional ballet in an intimate and natural setting, attracting both dance and experimental music audiences.

Performances will take place on Wednesday and Thursday of the final week of August and encourage overnight stays in the area. Additionally, we will host a beginners adult ballet workshop that will be open to the public and include members of the Milwaukee dance community on Thursday morning to expand audience engagement and travel..

2) Event Budget for Marketing

Requested Amount: \$7,948

We are requesting funds from the Tourism Commission to support the creation and distribution of marketing and promotional materials and press (radio, online, posters, postcards) to aid ticket sales and therefore encourage travel to Lake Geneva for the performance.

- Video and Photography (generate, edit and usage for promotion): \$1,035
- Music Rights (for online promotion and video distribution): \$600
- Marketing and PR Firm Fee, Glowland Group: \$3,000
- Flyering (Labor for poster, postcard, and print material distribution) \$500
- Graphic Design Fee \$500
- Poster Printing: \$543
- Radio Advertising: \$1400
- Social Media Advertising: \$250
- QR Codes: \$120

3) Mock-Up of Marketing Material



4) Marketing Plan for the Event

Marketing will be led by Glowland Group, a public relations and marketing firm with experience in performing arts promotion and regional cultural events, including Sylph's October premier and The World's Tallest Glass Tree. The campaign includes:

- **Digital:** Geo-targeted social media ads across Milwaukee, Chicago, Madison, and Kenosha, particularly performance and arts pages and groups
 - **Radio:** Spots and artist interviews on Wisconsin Public Radio and other regional outlets
 - **Print:** Posters and flyers placed in high-traffic areas and businesses in and around Lake Geneva
 - **Email Campaigns:** Emails to regional arts organizations and past patrons
 - **Press Releases:** Distributed to local, regional, and national arts and tourism publications
 - **Partnerships:** Collaborations with local lodging providers for potential event packages
-

5) How This Grant Will Generate Overnight Stays

Marketing for the event will target performing arts attendees from beyond the local area, with anticipated visitors from Chicago, Milwaukee, Madison. Most professional dance companies in major metropolises are off during the summer. By bringing the performance to Lake Geneva mid-week, it will encourage weekday stays leading up to Labor Day weekend. Dancers and technical crew will be housed in Lake Geneva lodging, and invited performing arts presenters will generate hotel stays as well. We are also looking to arrange a small retreat or package for a "Ballet at the Lake" experience, which will include a workshop and a ticket to the event.

6) Estimated Overnight Stay Calculation

With a projected attendance of 250-300 across two nights, we estimate between 23-40 room stays generated:

- 10-20% of attendees will require overnight lodging
- That equates to 25-60 overnight guests
- Assuming double occupancy: 12-30 room bookings
- Plus 7-8 rooms for dancer and crew accommodations
- 3-4 additional rooms for invited regional presenters and performing arts curators

These estimates are based on past ticket sales for Sylph, research from previous Lake Geneva Tourism Commission Grant Awardee data and similar events in our performing history.

7) Additional Helpful Information

Sylph's Milwaukee premiere was a box office success, selling out both evenings of performances, with a matinee performance at 75% occupancy.

Contact:

Dawn Springer Dance Projects

Dawn Springer 917-701-3113 dawn.springer@gmail.com www.dawnspringer.com



Dawn Springer Dance Projects synthesize contemporary ballet and feminist thought. The performances employ an empathetic mode of watching dance, valuing virtuosity as a form of agency for the dancer, particularly as it relates to gender. The choreography, made in close collaboration with dancers, composers and artists from other mediums, contrasts powerful and explosive vocabulary with distilled moments of physical surrender. Emphasizing the felt experience over spectacle and objectification, DSDP engages multiple movement forms to push the boundaries of how we view dance and the dancer.



CRITICAL ACCLAIM FOR DAWN SPRINGER DANCE PROJECTS

"magic" *Milwaukee Journal Sentinel*

"I'm painfully aware as I struggle to describe their performance that my words fall far short of the experience. . . Sylph was a stellar example in both music and choreography. . .Ballet doesn't look like this."

"Terrific"

"Springer put familiar ballet moves into unique, extreme constructions; every phrase was an event. " *Shepherd Express*

"A dazzling example of ensemble precision (an almost psychic way of initiating phrases) and simple, but beautiful composition. There is a mathematical rigor here, but poignant warmth as well: spirits fly even as bodies remain earthbound." *Milwaukee Magazine*

Sylph, Full Review

Shepherd Express review, "[Reality Undisguised in Dawn Springer Dance Projects' 'Sylph'.](#)" by John Schneider, October 18, 2024.





Dawn Springer's choreography is celebrated for its ability to blend complex technical skill with deep emotional resonance.

Her performance career has taken her to renowned venues and international festivals, including Lincoln Center, The Kennedy Center, The Venice Biennale Danza, The American Dance Festival, The New York Historical Society and New York Live Arts. She has also performed at the Baryshnikov Arts Center, The Brooklyn Museum of Art, Washington DC's Dance Place, The United States Botanic Garden, and The Banff Centre, among many others. Springer had the privilege to work with award winning choreographers Helen Simoneau, Camille A. Brown (multi-Tony nominee), Sara Hook, Sarah Skaggs, Jeff Slayton, Dahlia Nayar and Aynsley Vandenbroucke, among others.

Upon relocating to Milwaukee, she was invited to be artist-in-residence for two years with Alverno Presents. There, Springer forged a dynamic collaboration with Wisconsin-based composer and percussionist Jon Mueller. Together, their projects have been featured at the Eaux Claires Music and Arts Festival, produced by Grammy-winning artists Justin Vernon (Bon Iver) and Aaron Dessner (The National). She has choreographed for The Collection of Colonies of Bees' in their sold-out performance at the Bradley Center arenas with Bon Iver and for their tour appearances with Grammy-nominated Sylvan Esso.

She has toured nationally as an adjudicator for the American Dance Festival and was Artist-in-Residence in Dance for two years at the Clarice Smith Performing Arts Center at the University of Maryland. Her teaching engagements have taken her to universities across the country, including The Ailey School, University of the Arts, MIT, Dickinson College, Lawrence University, and Beloit College. She has taught with the American College Dance Festival Association, and given lectures at the Congress on Research and Dance, and the Society of Dance History Scholars.

She trained on scholarship at the North Carolina School of the Arts, (UNCSA) where she graduated high school with a concentration in Ballet, and earned her BFA in Contemporary Dance. She earned her MFA in the first inaugural class of the Hollins University/American Dance Festival Program, where she studied choreography intensively with Donna Faye Burchfield (Awarded the Chevalier de L'Ordre des Arts by the French Ministry of Culture) and dance history and theory with Thomas Defrantz (consultant for the Smithsonian Museum of African American Life and Culture).

Currently, Springer is on faculty at the University of Wisconsin-Milwaukee's Peck School of the Arts, where she teaches both undergraduate and graduate courses. She is also on faculty with The Milwaukee Ballet, working with dancers in MBII and in the Pre-Professional Program. Additionally, Springer's writing is published in the *Perspectives on American Dance Anthology* by the University Press of Florida.





PRESS RELEASE Milwaukee, WI (October 3, 2024) Dawn Springer Dance Projects proudly presents the world premiere of *Sylph*, a contemporary ballet that redefines femininity within ballet's traditional framework. This intimate production, featuring internationally acclaimed dancers and music by celebrated composer-percussionist Jon Mueller, invites audiences into an exclusive, up-close experience of ballet's delicate grace and raw power. *Sylph* will run for three performances, October 11 and 12, at the Jan Serr Studio, overlooking Lake Michigan.

With a stage set "in the round," audience members are seated encircling the dancers, offering an unparalleled view of every movement, breath, and artistic nuance. This immersive arrangement blurs the line between performer and observer, allowing the audience to be enveloped by the intensity and vulnerability of the ballet. *Sylph* is a collaboration of five world-class dancers from Venezuela, Cuba, and the U.S., all pushing the boundaries of their craft under Springer's bold vision.

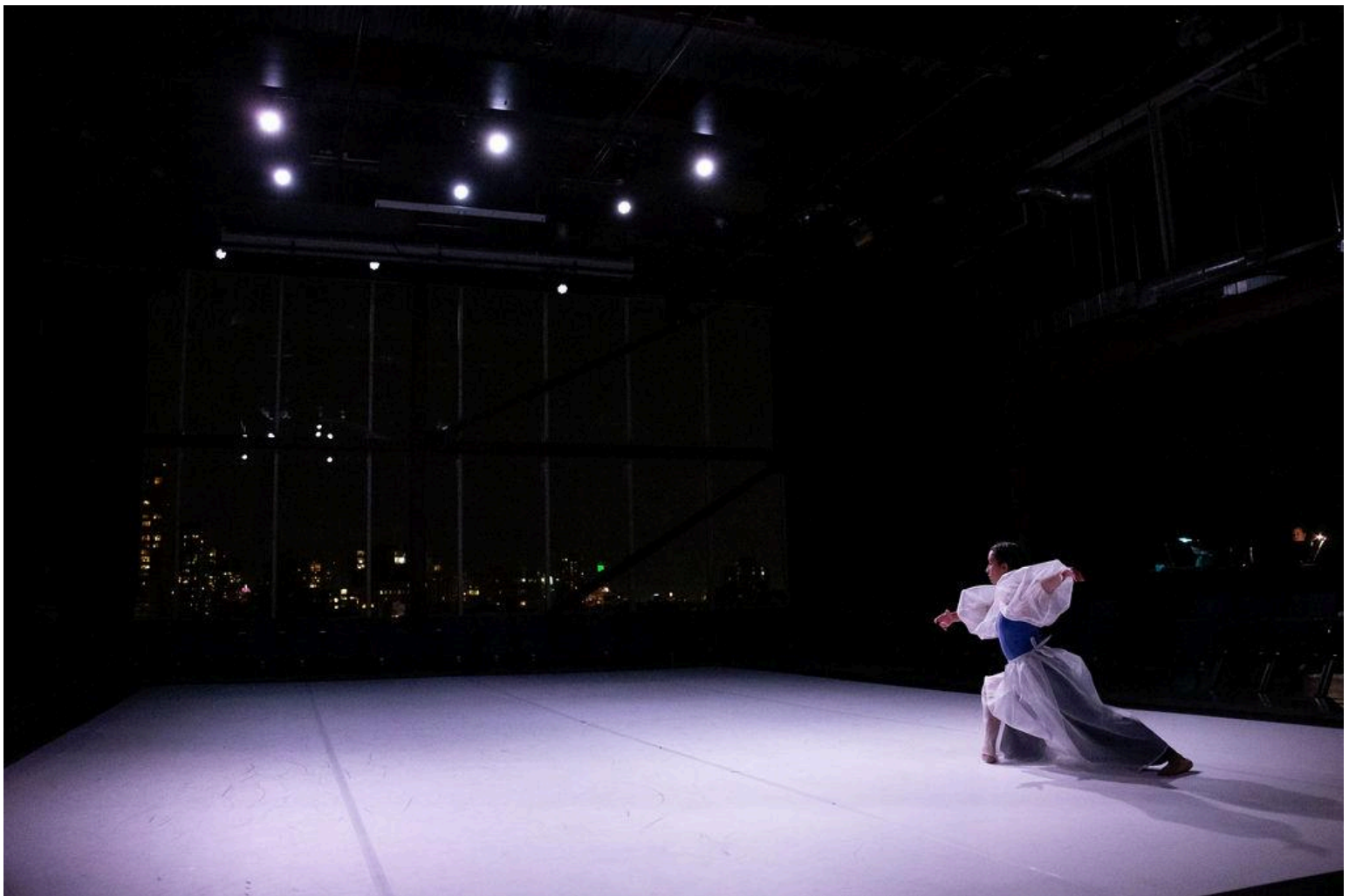
The term *Sylph* evokes both a delicate fairy-like figure and a youthful, slender woman—an image that ballet itself has often perpetuated. But this production seeks to challenge these limited interpretations, exploring the tension between the ethereal and the tangible, the myth and the reality. *Sylph* raises questions about the female form as an object of beauty and the physical and emotional strain placed on dancers striving for perfection in a discipline that historically places women in both the spotlight and a narrow box.

"For women in ballet, leaving full-time companies in their 30s is a common reality, often marking the beginning of freelance careers -- if they are not forced out of dance entirely," says choreographer Dawn Springer. "Milwaukee is home to many exceptionally talented dancers who are navigating this stage of their careers. With *Sylph*, I want to elevate their artistry and explore how ballet can evolve when women lead the conversation."

Springer's vision comes to life with the help of lighting designer Ellie Rabinowitz, costume designer Leslie Vaglica, and Jon Mueller's score, which balances rhythmic precision with emotive crescendos. The ensemble includes:

Sejain Bastidas (Venezuela) – Danced with The National Ballet of Ecuador and The National Ballet of Peru, recognized in international ballet competitions. Itzel Hernandez (Cuba) – Known for her powerful performances during 10 seasons with Milwaukee Ballet, having danced in Swan Lake and Don Quixote. Annia Hidalgo (Cuba) – Former leading artist with Milwaukee Ballet and a soloist with the Cuban National Ballet under Alicia Alonso, famed for her roles in Giselle and Swan Lake. Janel Meindersee (USA) – A seasoned performer with Oregon Ballet Theatre and Milwaukee Ballet, having danced lead roles in The Nutcracker and Swan Lake. Natalie Dellutri (USA) – Acclaimed for her performances in works by globally renowned choreographers, including Michael Pink, Crystal Pite, and Ohad Naharin.

Sylph is an exploration of the physical and emotional complexities of the body in motion, the expectations placed on women's identities, and the delicate balance between precision and freedom. From the intimacy of the studio to the grandeur of the Jan Serr Studio's panoramic views, this ballet is poised to captivate Milwaukee and beyond.



Presenter Contact:

Dawn Springer, [Dawn Springer Dance Projects](#)

917-701-3113

dawn.springer@gmail.com

[@dawnspringerdanceprojects](#)

Press Contact:

Andy Nelson

Founder, [The Glow Land](#)

414-856-8118

[@theglowland](#)

Technical Rider available upon request







Section 2-Submit For Reimbursement/Final Evaluation

City of Lake Geneva Tourism Commission Reimbursement Form

Name: _____

Organization Name: _____

Payment made Payable to: _____

Remittance Address: _____

Contact Phone #: _____ Email: _____

- **Please use the table below to list invoices for reimbursement; remember to attach copies of paid invoices for verification. *Reimbursement forms need to include the Grant Evaluation Form before grant funds will be released.***

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Art Below Zero Inc.
2638 N Sylvania Ave
Franksville, WI 53126
414-779-7000
www.ArtBelowZero.com

✓
Invoice

BILL TO

Visit Lake Geneva
527 Center Street
Lake Geneva, WI. 53147
Deanna Goodwin
deanna@visitlakegeneva.com
Winterfest@visitlakegeneva.com

SHIP TO

Deanna Goodwin
Brie Pacey 2627484979
Visit Lake Geneva
527 Center Street
Lake Geneva, WI. 53147

INVOICE #	DATE	TOTAL DUE	DUE DATE	TERMS	ENCLOSED
5780C	02/06/2025	\$19,369.80	02/06/2025	Due on receipt	

SHIP DATE	SHIP VIA	ARRIVE/BGN/BD	ROOM / FLOOR	EVENT DATE
01/31/2025	Friday	5:30 AM	Outdoor	January 31st, 2025

ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
(WF) 1 block traditional	32 traditional winter festival sculptures	32	415.00	13,280.00T
(WF) custom	Custom snowman with "Harbor Shores" and "Lake Geneva Lodge" Engraved	2	470.00	940.00T
(WF) 2.5 block	Photo Op with Visit Lake Geneva and The Candle Mercantil,	2	920.00	1,840.00T
Bar LED - white	Long Bar LED with batteries Value 18\$ each	72	18.00	1,296.00T
Winter Festival Pedestal	RED Winter Festival Pedestal Value 14\$ each.	36	14.00	504.00T
Delivery Zone C	35 - 39 miles	1	500.00	500.00T
	Friday arrive at 5:30AM for delivery. Contact Max at 708 227 6313 for any changes due to weather. Pedestals picked up at later date. Please call or email when they are ready. THX!			0.00

SUBTOTAL	18,360.00
TAX	1,009.80
TOTAL	19,369.80
BALANCE DUE	

PAID
OL#18048
2/11/25

\$19,369.80

OK - dg 2-10-25
7236

Art Below Zero Inc. is dedicated to impressive service and the finest ice sculptures.

Client holds responsibility for notifying Art Below Zero of any errors above.

City of Lake Geneva Tourism Commission

Grant Evaluation Form

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City of Lake Geneva

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Lake Geneva, WI 53147

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2. In your grant application you listed estimated number of attendees. What were your actual results?
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5. Please include any additional information you would consider pertinent in summarizing your promotion/event.

Name: _____ Date: _____

Name of Organization: _____

Email: _____ Phone: _____



Lake Geneva Tourism Commission Grant Evaluation 2025 WINTERFEST ICE SCULPTURE WALK

Submitted March 18, 2025

1. Provide a final media synopsis that includes the following information

- Number of customer responses generated from type of media utilized
- What media did you use in your use in your campaign?

- Digital advertising
- Radio
- TV
- Billboard
- Print Collateral
- Email marketing

Digital Advertising

- SEM (Search Engine Marketing) – 53,879 clicks | above average CTR of 30.2%
- Facebook Click-to-Site Ads: 19,242 clicks | above average CTR of 3.6% | 1,102,745 impressions

Radio

- Live interviews promoting Winterfest and the Downtown Lake Geneva Ice Sculpture Walk in three markets:
 - WGN Radio (Chicago)
 - WTMJ Radio (Milwaukee)
 - WLKG Radio (Lake Geneva/SE Wisconsin)
- WLKG Radio ad campaign including 180 30-second commercials run January 2 through February 2 on WLKG 96.1

TV

- CBS58 TV (Milwaukee) Spotlight program aired December 29 featuring Winterfest and the Downtown Lake Geneva Ice Sculpture Walk.

Billboard

- 8-week schedule on 73 digital billboards along I-90 and I-94 between Chicago, Milwaukee and Madison. Total impressions = 6.8 million.

Print Collateral

- 5,000 brochures and 400 posters were distributed throughout Lake Geneva region, including Visitor Center, hotels, restaurants, retail shops, and attractions.
- Ice Sculpture Walk flyers including map and business location list were distributed from the Visitor Information Center throughout the event.

Email Marketing

- January 14 – 52,359 Recipients | 6,031 Total Opens (8.2%) | 561 Unique Clicks (3.4%)
- January 21 – 52,311 Recipients | 7,031 Total Opens (9.1%) | 414 Unique Clicks (0.8%)
- January 28 – 52,312 Recipients | 6,031 Total Opens (8.2%) | 540 Unique Clicks (1.0%)

Website Traffic (December 1, 2024 – February 2, 2025)

- 9,993 Unique Pageviews on dedicated Ice Sculpture Walk page featuring participating businesses, sculpture maps and Lake Geneva Tourism Commission logo
- 8,694 Ice Sculpture Walk Google Map Views
- 255,549 Pageviews and 114,468 Active Users on total Winterfest pages
- 1,412 total pageviews of Winterfest Blog

Meta Reach (Facebook/Instagram)

- 1,146,200 post reach December 2024 - February 2, 2025

c. Target Markets

Chicago, Rockford, Peoria/Bloomington (IL) and Milwaukee, Madison, Green Bay and Wausau (WI) DMAs

2. In your grant application you listed estimated number of attendees. What were your actual results? The estimated attendance at Winterfest & Downtown Ice Sculpture Walk 2025 was on par with our application estimate of 65,000 guests. Attendance estimates are substantiated by partner agencies including the City of Lake Geneva police, fire, and public works departments based on prior years' estimates and crowd sampling throughout the five-day event. Our overall impression is that the 2025 attendance is consistent with 2024. Both years' events were impacted by warmer-than-normal temperatures, which affected the snow-sculpting activity to some degree. However, it did not seem to negatively impact attendance.

3. In your grant application you listed estimated number of overnight stays. Please estimate approximate number of City of Lake Geneva hotel room nights booked and how that estimate was attained. 1,700 room nights were estimated to be booked as a result of Winterfest & Downtown Ice Sculpture Walk 2025. Although we cannot confirm exact room nights by hotel property (hotels and STR reporting do provide this data), we do know that Lake Geneva area hotel occupancy was up 14.1% over 2024, with an additional 3,399 room nights booked compared to the

prior year. Presuming a conservative 50% of the added room night total was attributed to Winterfest, the estimated number of overnight stays is 1,700.

4. Provide an income and expense statement to include actual paid receipts. Any items that are grouped together in a category (i.e. contributions cash or in-kind trade) must be detailed on a separate sheet. *February 2025 financial reports are not available until mid-April. Receipt and revenue detail is included on the Reimbursement Form.*

5. Please include any additional information you would consider pertinent in summarizing your promotion/event. VISIT Lake Geneva would like to thank the Tourism Commission for its continued support of the Downtown Ice Sculpture Walk. Since its inception in 2020, it has become a much-anticipated feature of the event and continues to grow in popularity among visitors and Downtown businesses. The Ice Walk was created to encourage Winterfest visitors to explore the Downtown district when visiting the national snow sculpting competition at the lakefront. The ice sculptures have added significant entertainment value to Winterfest and have been a proven driver of traffic from the lakefront into the Downtown business district. Business owners continued to report increased foot traffic, higher sales, and overall satisfaction with the Winterfest event as a result of the Ice Walk being featured Downtown. Overall, the addition of the Downtown Ice Sculpture Walk has once again exceeded our goals of broadening the economic and marketing impact of Winterfest on the City of Lake Geneva. The financial assistance of the Tourism Commission grant to underwrite a portion of the ice cost has played a critical role in this success and makes participation more affordable to small Downtown businesses. We look forward to continuing the Downtown Ice Walk partnership into the future.

Submitted by:
Deanna Goodwin
Visit Lake Geneva
deanna@visitlakegeneva.com
(262) 812-0021

Downtown Lake Geneva Ice Sculpture Walk 2025

Sculpture Photo Gallery



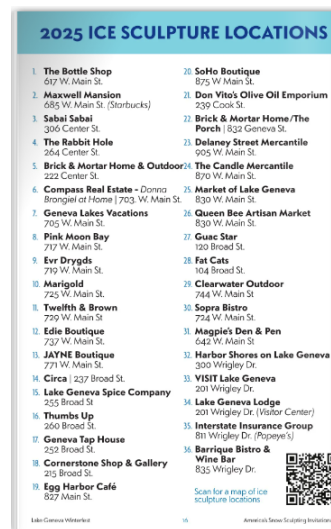
Website

<https://www.visitlakegeneva.com/winterfest/downtown-ice-sculpture-walk/>



Event Program

<https://anyflip.com/jbrfs/xrfl/>



Print Collateral

Brochure



PUT A LITTLE
Wow!
IN
YOUR
WINTER

JAN 29
- FEB 2
2025

LAKE GENEVA
WINTERFEST
AMERICA'S SNOW SCULPTING INVITATIONAL
SINCE 1996

Join us for the 30th Annual Lake Geneva Winterfest - Wisconsin's most CHILL art show! Enjoy free admission as you watch 15 teams of award-winning snow sculptors create larger-than-life works of art before your very eyes in America's Snow Sculpting Invitational. Plus, enjoy more fun, winter-inspired activities and entertainment for the whole family!

Presented By

VISIT *Lake Geneva* **LAKE GENEVA**

WINTERFESTLG.COM



WINTERFEST
LAKE GENEVA

EVENT & ACTIVITY HIGHLIGHTS

- * **America's Snow Sculpting Invitational***
Live Snow Carving
WED 1/29 - SAT 2/1
- * **Downtown Ice Sculpture Walk***
Begins THU 1/30
- * **Bonfires on the Beach**
FRI 1/31 & SAT 2/1
- * **Fire Dance Performances**
FRI 1/31 & SAT 2/1
- * **Live Entertainment in The Riviera Ballroom**
SAT 2/1 & SUN 2/2
- * **Human Dog Sled Races**
SUN 2/2

*Winterfest snow and ice sculptures remain on display until they melt!

Winterfest is located in Downtown Lake Geneva, Wisconsin at Riviera Plaza and Flat Iron Park on the beautiful shore of Geneva Lake. Log on to WinterfestLG.com or scan this code for full event schedules, maps and more!



**DOWNTOWN ICE SCULPTURE WALK:
JAN 30-FEB 2**

Don't miss the sixth annual Ice Sculpture Walk in Downtown Lake Geneva! Just steps away from the Snow Sculpting competition, you'll find dozens of artfully crafted, Insta-worthy ice sculptures adorning the entrances to businesses throughout the Downtown district.

Winterfest 2025 is proudly sponsored by:

PLATINUM SPONSORS



OFFICIAL HOST HOTELS



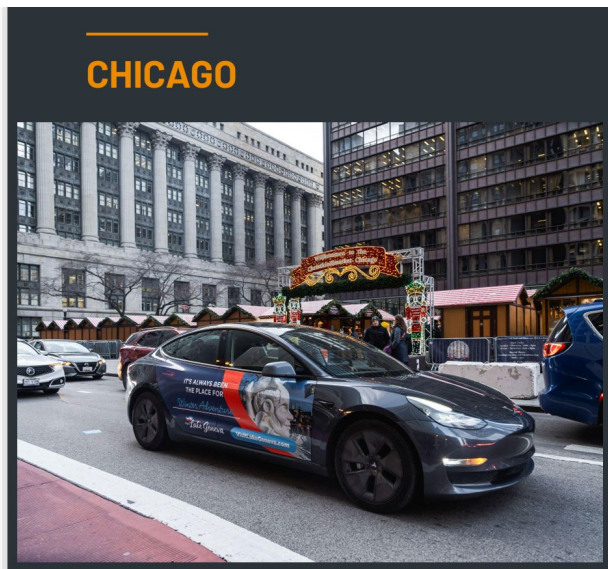
Map



Digital



OOH: Wrapify Car Wraps (Chicago, Milwaukee, Madison)



OOH: Billboard (Chicago, Milwaukee, Madison)



Earned Media

- WMTV 15 NBC Madison
- Fox47 Madison
- WISN 12 Milwaukee
- TMJ4 Milwaukee
- CBS58 Milwaukee
- Fox6 Milwaukee
- CBS Chicago
- Kenosha News
- Racine Journal Times
- MSN.com
- WIFR Stateline CW - Rockford
- WCLO Radio
- Beloit Daily News
- Milwaukee Journal Sentinel
- GazetteXtra
- Milwaukee Magazine
- MadisonFamily.com

Date: 04.21.2025

Name of Organization: 531 Fund

Contact: Kimberly Voller

Email: kimberlyvoller@531Fund.org

Phone: 815.354.2619



GRANT EVALUATION

City of Lake Geneva Tourism Commission

Grant Evaluation Form

The City of Lake Geneva Tourism Commission provided funds for your organization's promotional efforts. As required by our guidelines, in return for our investment, you must provide an evaluation of the results of this promotional effort within forty-five (45) days of its completion. This shall be remitted along with marketing materials and paid receipts before grant dollars will be authorized and distributed. Please note that evaluations will be reviewed when consideration of future grants are requested by your organization. Forward all of the required information to:

cityadmin@cityoflakegeneva.gov or mail to:

City of Lake Geneva
626 Geneva Street
Lake Geneva, WI 53147

1. Provide a final media synopsis that includes the following information
 - a. Number of customer responses generated from type of media utilized
 - b. What media did you use in your use in your campaign?
 - c. What were your target markets?
2. In your grant application you listed estimated number of attendees. What were your actual results?
3. In your grant application you listed estimated number of overnight stays. Please estimate approximate number of City of Lake Geneva hotel room nights booked and how that estimate was attained.
4. Provide an income and expense statement to include actual paid receipts. Any items that are grouped together in a category (i.e. contributions cash or in-kind trade) must be detailed on a separate sheet.
5. Please include any additional information you would consider pertinent in summarizing your promotion/event.

Name: Kimberly Voller

Date: 04.21.2025

Name of Organization: 531 Fund (formerly Santa Cause Inc.)

Email: kimberlyvoller@531fund.org

Phone: 815.354.2619

BALLOON ADVENTURE PERFORMANCE METRICS

CATEGORY	2025 TOTAL	% CHANGE FROM 2024
Total Attendees	3624	39.38 % increase
PreTicketed Guests	3137	150.96 % increase
Walk In Sales	487	63.66 % increase
Volunteers	110	22.22 % increase
Sponsors	15	114.29 % increase
Balloon Artists	14	27.27% increase
Overnight Stays	11.86 % (based on preticketed guests)	

Other Balloon Adventure Metrics

- Attendees traveled from across the country—including Arizona, California, Colorado, Iowa, Illinois, Indiana, Kansas, Michigan, Minnesota, Missouri, Nebraska, Ohio, Texas, and Wisconsin—making it a truly regional experience.
- Three chartered buses arrived from various locations across Wisconsin and Illinois.
- We hosted a multi-chamber event that drew over 100 attendees, who first explored the Balloon Adventure and then gathered at PIER 290 to enjoy delicious food and drinks.
- The Deep Sea Shuffle was a fun, community bingo adventure that kicked off at the Visitor Center and encouraged attendees to explore downtown Lake Geneva—visiting participating businesses to collect stamps, then wrapping up the evening with live music and festivities inside the Balloon Adventure at PIER 290.
- The Passport Program was a family-friendly scavenger hunt that encouraged Balloon Adventure attendees to leave PIER 290 and explore downtown Lake Geneva, collecting stamps from participating businesses; once they gathered 10 stamps, families visited the Visitor Center to receive a customized Balloon Adventure keychain as a special keepsake.
- Fourteen balloon artists dedicated three and a half days to bringing the design to life.
- The artists traveled from across North America, including Canada, New Jersey, Utah, Florida, Alabama, Illinois, and Wisconsin.
- More than 100,000 balloons were used to bring 'Voyage into the Deep Sea' to life—an immersive, interactive experience filled with captivating elements of ocean life.

Some of the Ways Attendees Discovered the Balloon Adventure

The
Balloon
Adventure

Meta Campaign

Ad Set	Link Click	Reach	Impressions
Families	12,456	413,398	1,454,394
Seniors	3,856	91,127	315,995
Local - Milwaukee DMA	5,273	122,612	625,849
Out of Town	11,039	380,350	1,144,540

The Balloon Adventure
Sponsored · 🌐

Looking for a fun family outing? 🌈🎈 Join us at our Second Annual Balloon Adventure: A Voyage Into the Deep Sea! Discover an incredible underwater world created with over 100,000 balloons—all for a great cause.

📅 March 6–16, 2025
💰 Just \$20 per person online
📍 PIER 290 Williams Bay, WI

Tickets are going fast—don't wait! Get yours today!

SECOND ANNUAL
Balloon
Adventure
VOYAGE INTO THE DEEP SEA

SAVE \$5 PER TICKET
when you purchase your ticket online in advance.

SEE OVER 100,000 BALLOONS
TRANSFORMED BY 16 PROFESSIONAL ARTISTS!

MARCH 6–16, 2025
BOAT SHOWROOM, PIER 290
1 LIECHTY DRIVE, WILLIAMS BAY, WI

BUY YOUR TICKETS NOW!

531 FUND
LAKE KENOSHA

531fund.org
Don't Wait—Tickets Are Selling Fast! 🎉

Get offer

👍❤️👎 126 29 comments 40 shares

👍 Like 💬 Comment ➦ Share

The Balloon Adventure
Sponsored · 🌐

Looking for a fun family outing? 🌈🎈 Join us at our Second Annual Balloon Adventure: A Voyage Into the Deep Sea! Step into an underwater world of coral reefs, sea creatures, and over 100,000 balloons—all for a great cause.

📅 March 6–16, 2025
💰 Just \$20 per person online
📍 PIER 290 Williams Bay, WI

Save \$5 when you book online.
Tickets are going fast—Get yours today!

SECOND ANNUAL
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1 LIECHTY DRIVE, WILLIAMS BAY, WI

BUY YOUR TICKETS NOW!

531 FUND
LAKE KENOSHA
SPONSORED BY
TAMM, WISCONSIN

531fund.org
Save \$5 Online—Get Your Tickets Now! 🎉

Get offer

👍❤️👎 139 34 comments 47 shares

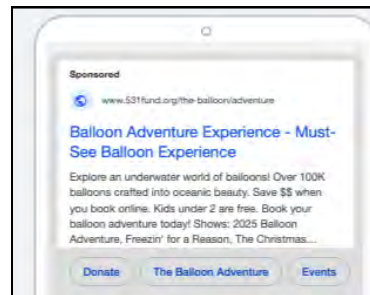
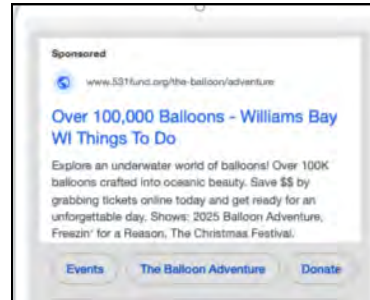
👍 Like 💬 Comment ➦ Share

Google Campaign

Total Impressions	844,869
Total Reach	666,799
Total Clicks	19,105
Search Terms and Clicks	
balloon adventure lake geneva	111
things to do near me	18
kids activities near me	8
things to do	9

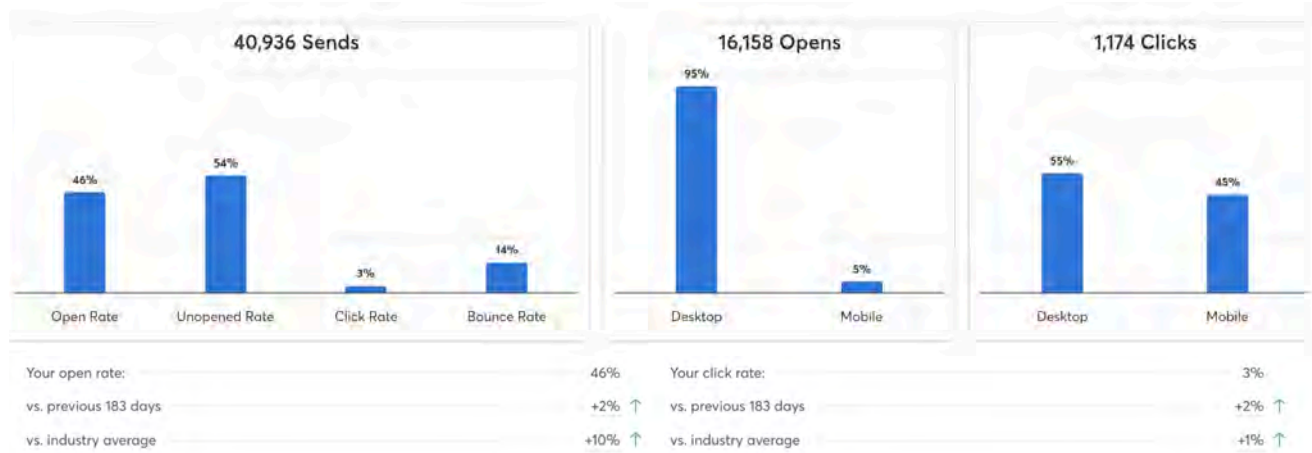
Top-Performing Ad:

- “Must-See Balloon Experience | Things To Do Williams Bay WI”
 - 121 clicks
 - 192 conversion
 - 29.7% CTR



Region	Users	Engaged Sessions
 Illinois	7726	2675
 Wisconsin	5782	2530
 Indiana	1198	324
 Michigan	902	391
 Iowa	706	260
 Minnesota	425	149
Other Locations	4076	1410

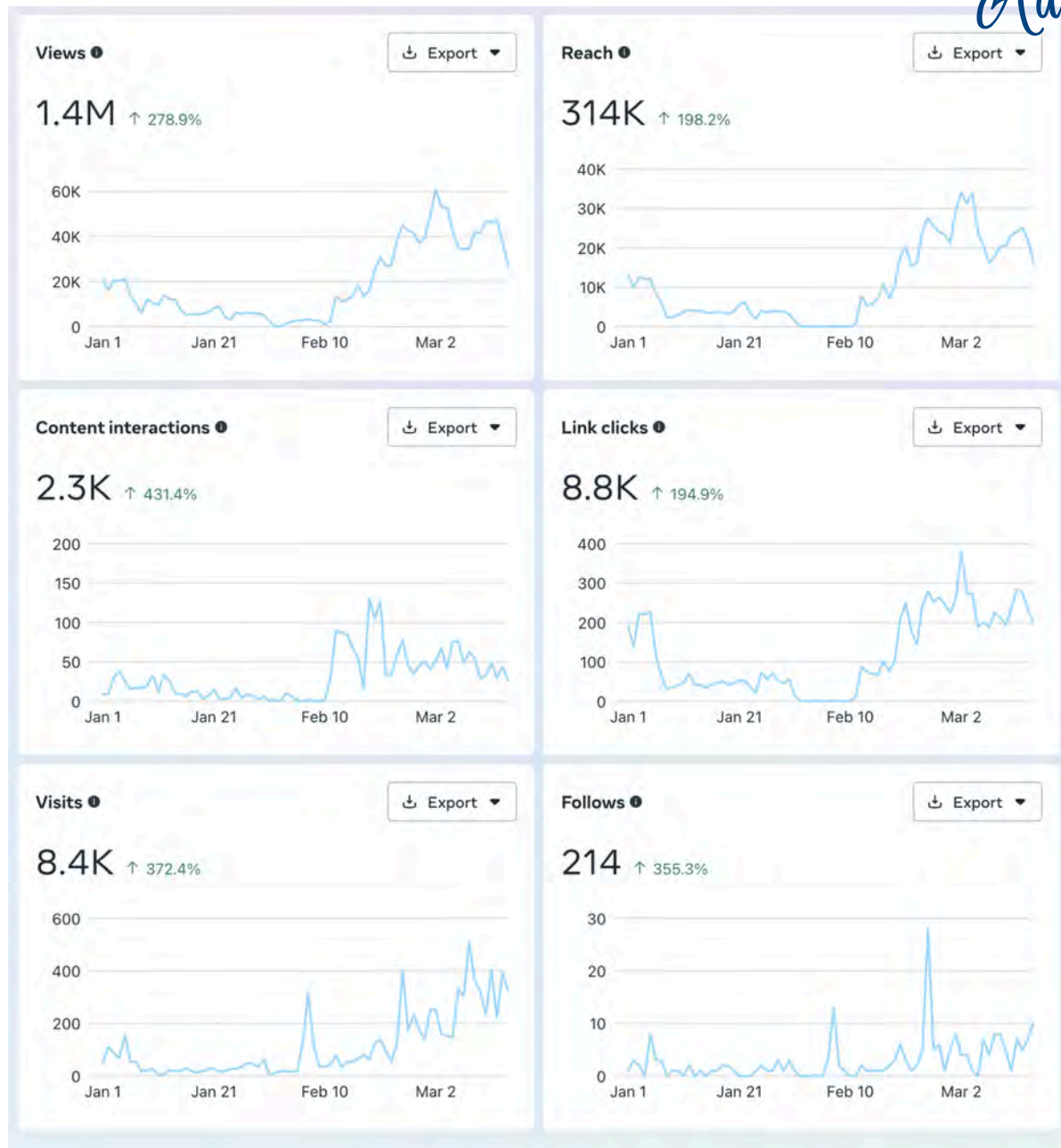
Email Marketing Overall From November 2024 - March 2025



Email Send Date	Sends	Open Percentage	Click Percentage
03.04.2025	9730	44%	1%
02.24.2025	1015	48%	1%
02.04.2025	10491	41%	2%
02.01.2025	432	41%	2%
01.16.2025	624	66%	1%
12.19.2024	629	64%	1%
12.05.2024	7888	40%	1%
11.07.2024	7971	43%	1%



Social Media: Facebook



Facebook views

The number of times your content was played or displayed. Content includes videos, posts, stories and ads.

Content interactions

The number of likes or reactions, saves, comments, shares and replies on your content, including ads. Content can include formats such as posts, stories, reels, videos and more.

Facebook visits

The number of times your Page or profile was visited.

Facebook reach

This metric counts reach from the organic or paid distribution of your Facebook content, including posts, stories and ads. It also includes reach from other sources, such as tags, check-ins and Page or profile visits. This number also includes reach from posts and stories that were boosted. Reach is only counted once if it occurs from both organic and paid distribution. This metric is estimated.

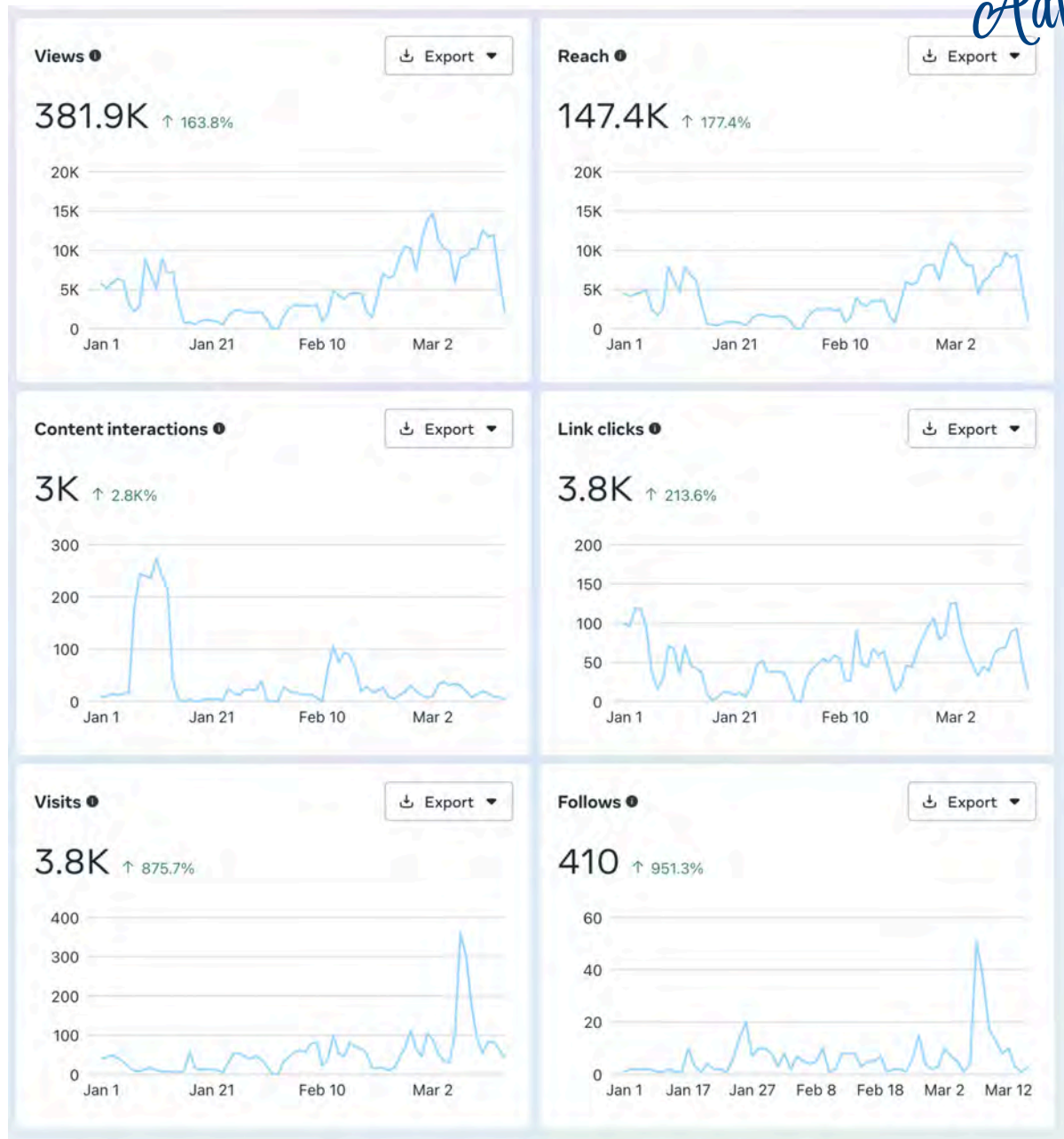
Facebook link clicks

The number of clicks, taps or swipes on links within your content, including ads. Content may include formats such as posts, stories, reels, and videos that led to destinations or experiences, on or off Facebook.

Facebook follows

The number of times accounts followed you in the selected time period.

Social Media: Instagram



Instagram views

The number of times your content was played or displayed. Content includes reels, posts, stories and ads.

Content interactions

The number of likes or reactions, saves, comments, shares and replies on your content, including ads. Content can include formats such as posts, stories, reels, videos and more.

Instagram profile visits

The number of times your profile was visited.

Instagram reach

This metric counts reach from the organic or paid distribution of your Instagram content, including posts and stories that were boosted. Reach is only counted once if it occurs from both organic and paid distribution. This metric is *estimated*.

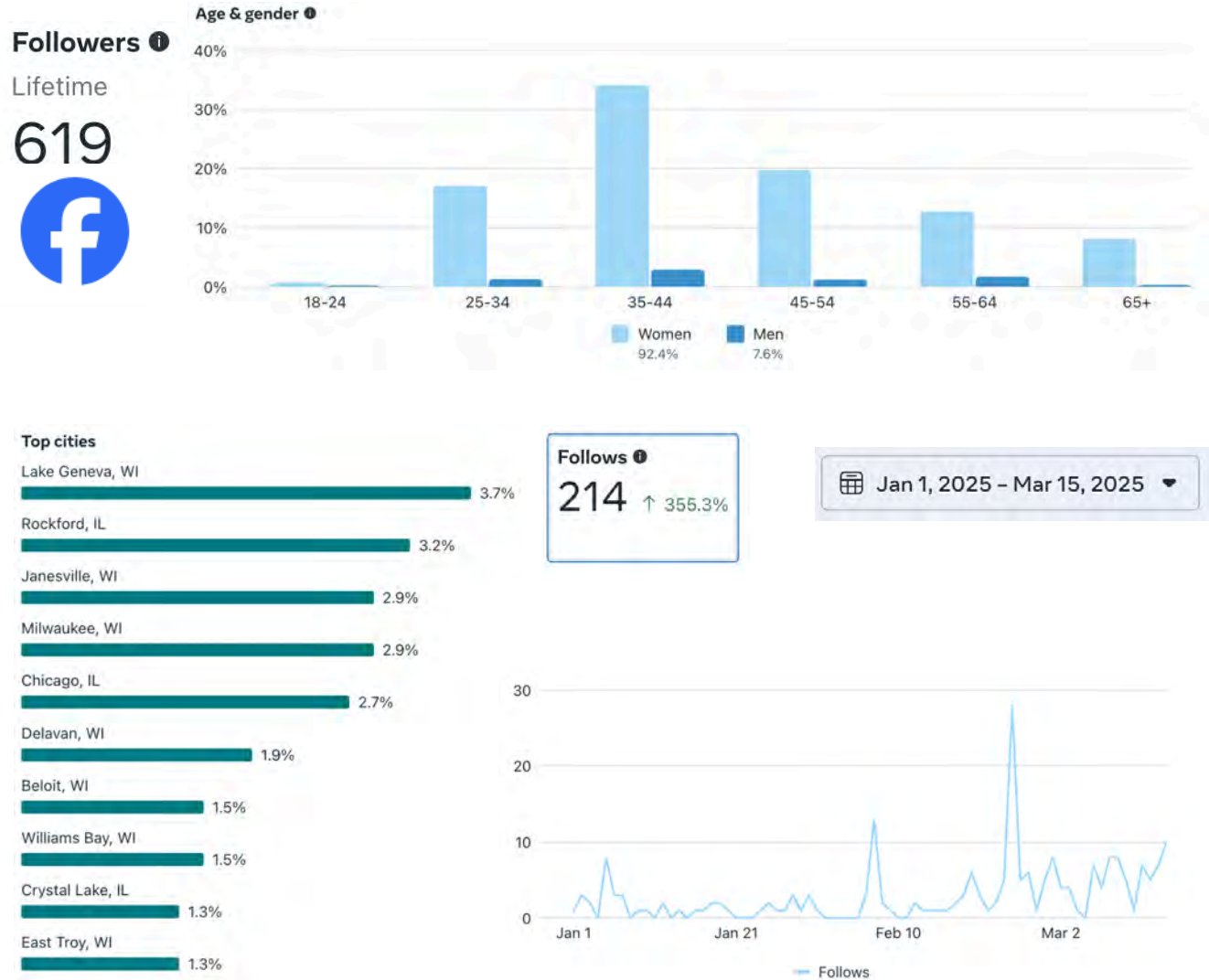
Instagram link clicks

The number of clicks, taps or swipes on links within your stories or ads that led to destinations or experiences, on or off Instagram.

Instagram follows

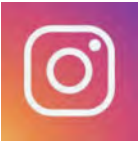
The number of times accounts followed you in the selected time period.

Social Media: Followers

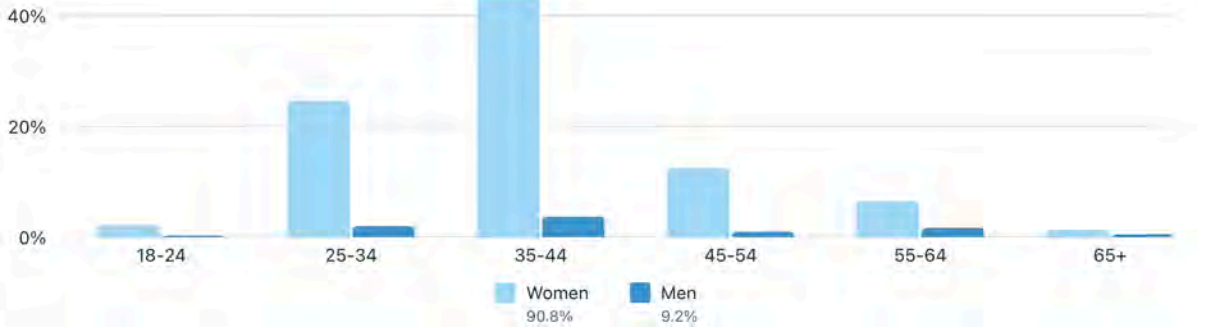


Followers

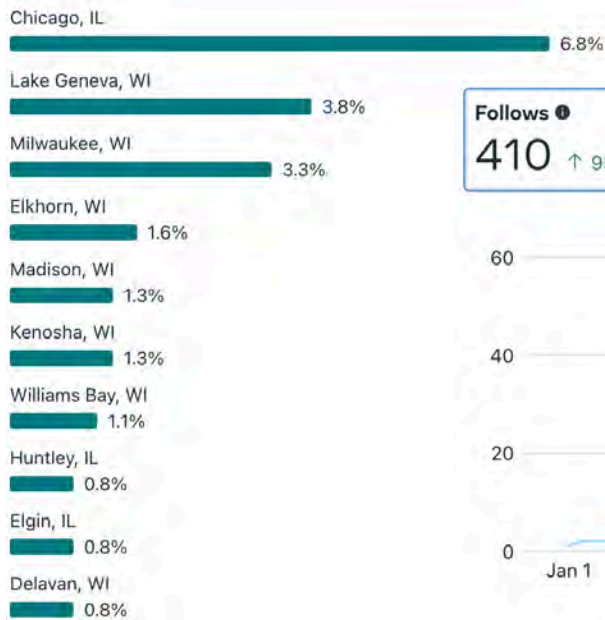
Lifetime
706



Age & gender



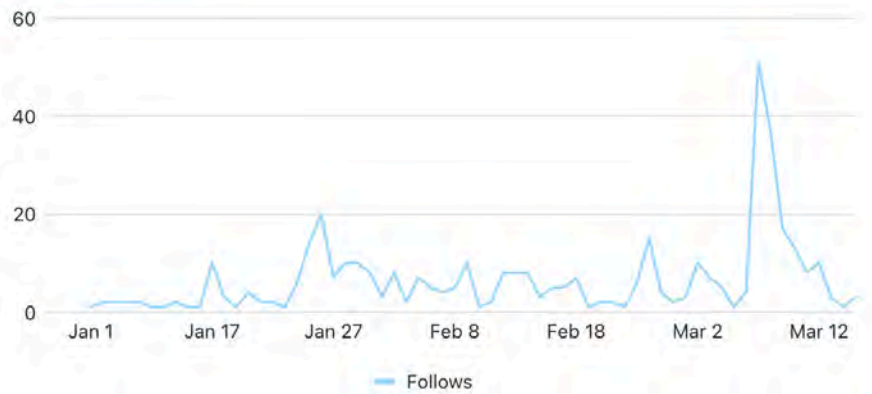
Top cities



Follows

410 ↑ 951.3%

Jan 1, 2025 - Mar 15, 2025



Social Media: Top Performing Content



One week until we embark on The Ballo...

Thu Feb 27, 9:00am

👁 74.5K ❤ 11
👍 2 ➡ 2



Save \$5 by Purchasing Your...

Thu Mar 6, 9:00am

👁 73.4K ❤ 25
👍 8 ➡ 8



We got the spirit, you get to hear it, under...

Thu Feb 20, 11:00am

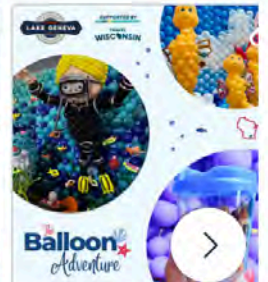
👁 46.3K ❤ 22
👍 0 ➡ 3



The Balloon Adventure presents: Tales of th...

Mon Feb 24, 11:00am

👁 39.2K ❤ 27
👍 1 ➡ 11



We're bursting with excitement! 🎉 The...

Fri Jan 24, 7:00am

👁 29.3K ❤ 47
👍 1 ➡ 6



Save \$5 by Purchasing Your...

Thu Mar 6, 9:00am

👁 55.5K ❤ 16
👍 0 ➡ 6



One week until we embark on The Ballo...

Thu Feb 27, 9:00am

👁 53.1K ❤ 10
👍 0 ➡ 4



Dive in early and save! 🎉 The Balloon...

Mon Jan 6, 2:00pm

👁 41.6K ❤ 8
👍 1 ➡ 3



We got the spirit, you get to hear it, under...

Thu Feb 20, 11:00am

👁 40.4K ❤ 14
👍 0 ➡ 2



Attention gills and buoys! Get ready to..

Tue Feb 11, 11:00am

👁 22.5K ❤ 73
👍 3 ➡ 27

Website: Event Landing Page



[HOME](#)
[ABOUT](#)
[EVENTS](#)
[CONTACT](#)
[DONATE](#)
[VOLUNTEER](#)



VOYAGE INTO THE DEEP SEA

MARCH 6-16, 2025

PIER 290 | BOAT SHOWROOM
WILLIAMS BAY, WI

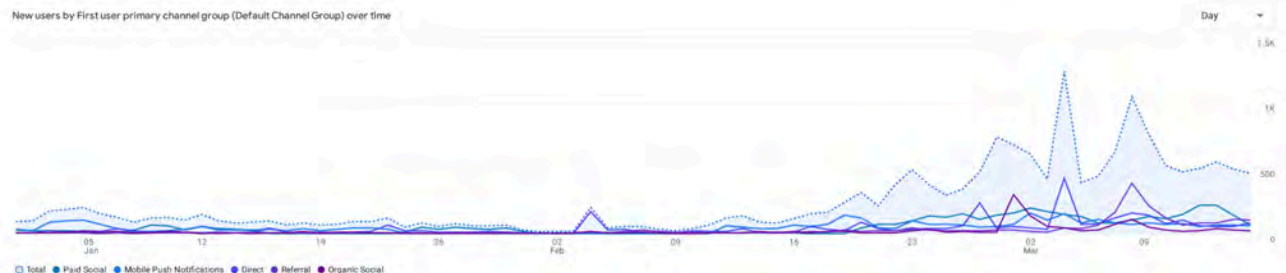
BOOK YOUR BALLOON ADVENTURE

THE SECOND ANNUAL BALLOON ADVENTURE

Get ready to embark on an extraordinary journey at the Second Annual Balloon Adventure, hosted by the 531 Fund, from March 6 to March 16, 2025, at PIER 290 | Boat Showroom. This 10-day experience promises to enchant attendees of all ages with its captivating theme, "Voyage into the Deep Sea." Dive into a magical underwater world brought to life by over 100,000 balloons, intricately crafted by Sara Meyer, owner of Wisconsin Balloon Decor, alongside 13 professional balloon artists from around the globe. Don't miss this unforgettable adventure blending artistry, imagination, and community, all in support of the 531 Fund's charitable mission!

First user prim...Channel Group)	Total users	New users	Returning users	Average engagement time per active user	Engaged sessions per active user	Event count
	17,589	17,481	2,017	27s	0.44	80,983
Total	100% of total	100% of total	100% of total	Avg 0%	Avg 0%	100% of total
1 Paid Social	3,854 (21.91%)	3,796 (21.72%)	74 (3.67%)	4s	0.13	12,939 (15.98%)
2 Mobile Push Notifications	3,427 (19.48%)	3,390 (19.39%)	277 (13.73%)	14s	0.33	14,582 (18.01%)
3 Direct	3,133 (17.81%)	3,118 (17.84%)	469 (23.25%)	32s	0.51	16,254 (20.07%)
4 Referral	2,046 (11.63%)	2,037 (11.65%)	425 (21.07%)	56s	0.77	12,757 (15.75%)
5 Organic Social	1,445 (8.22%)	1,441 (8.24%)	66 (3.27%)	11s	0.36	5,981 (7.39%)
6 Email	1,426 (8.11%)	1,426 (8.16%)	312 (15.47%)	1m 11s	0.57	5,313 (6.56%)
7 Organic Search	1,174 (6.67%)	1,170 (6.69%)	292 (14.48%)	56s	0.86	8,106 (10.01%)
8 Unassigned	977 (5.55%)	973 (5.57%)	77 (3.82%)	16s	0.42	4,300 (5.31%)
9 Paid Search	114 (0.65%)	114 (0.65%)	23 (1.14%)	55s	0.82	679 (0.84%)
10 Paid Other	13 (0.07%)	12 (0.07%)	2 (0.1%)	4s	0.38	60 (0.07%)

New users by First user primary channel group (Default Channel Group) over time



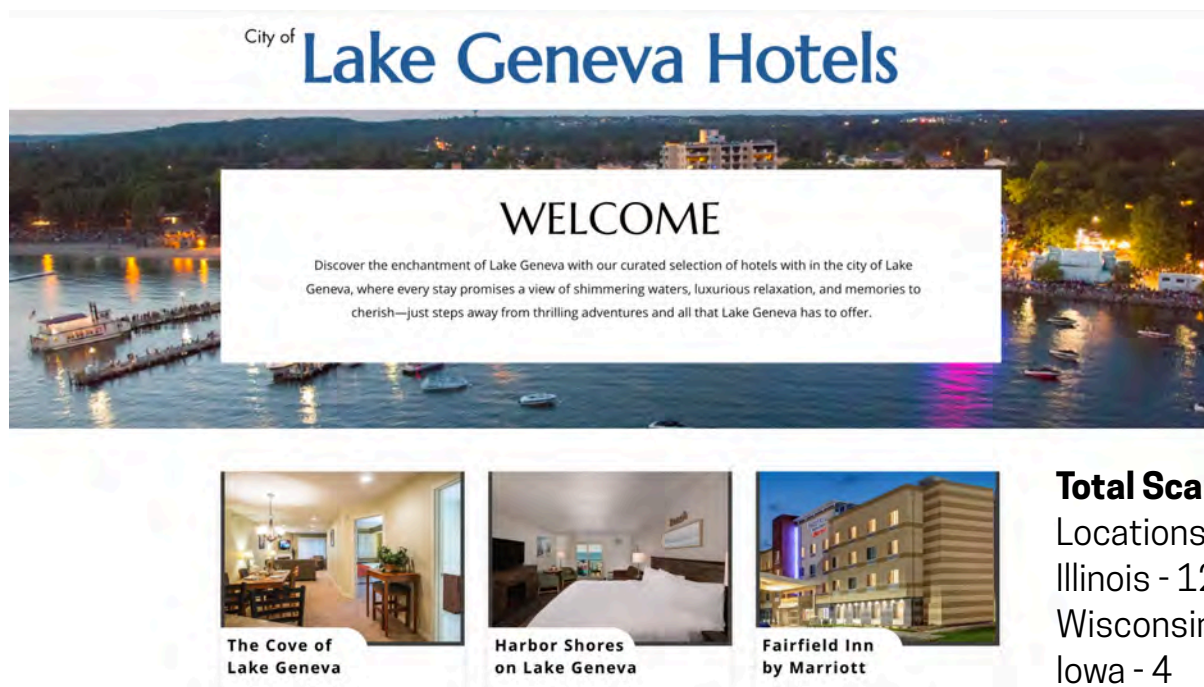
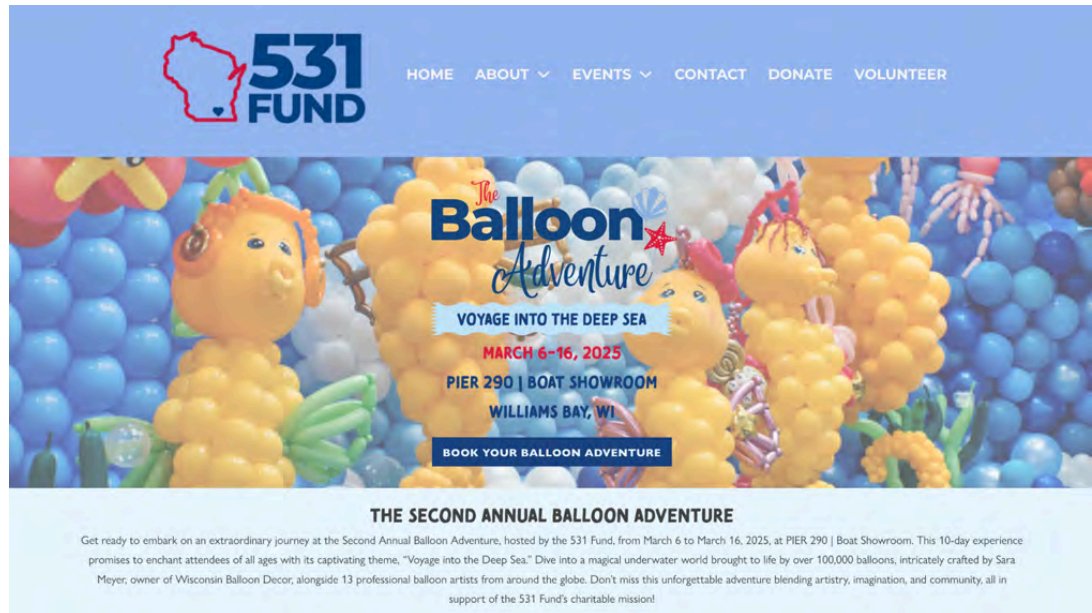
QR Code

QR Codes placed on rackcards, posters, and on screen media.

Total Scans: 141

Locations:

Wisconsin - 72
Illinois - 56
Minnesota - 1
North Dakota - 1
Virginia - 1
Iowa - 1
Oklahoma - 1
Nebraska - 1
California - 1
Colorado - 1
Mississippi - 1
Missouri - 1
Kansas - 1
Texas - 1



Total Scans: 25

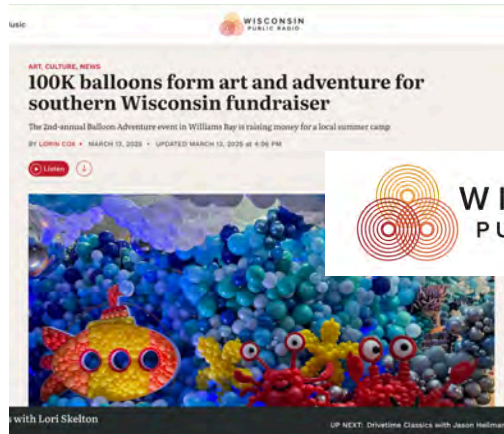
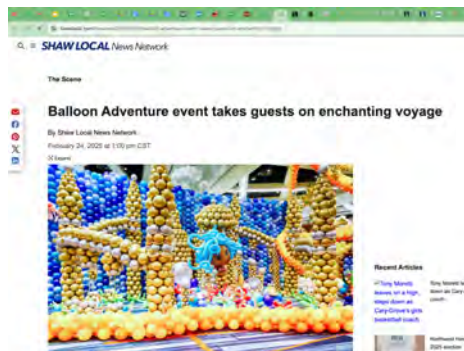
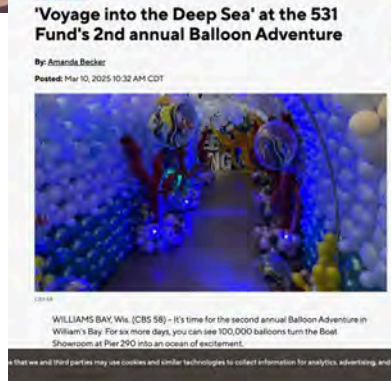
Locations:

Illinois - 12
Wisconsin - 6
Iowa - 4
California - 1
Kansas - 1
Texas - 1

Earned Media Coverage

Secured 22 total earned media hits for more than 4.14 Million Impressions in Top-Tier media outlets

- Including 101.9 The MIX, WGN Weekend Break, CBS Milwaukee, Shaw Local, Lake Geneva Regional News, Wisconsin Public Radio and WOLX-FM



Outlet	Channel	Impressions	DMA
OnMilwaukee (2/17)	Online	200K	Milwaukee
Shaw Local	Online	588K	Chicago
Lake Geneva Regional News (2/25)	Online	18.8K	Lake Geneva
Fabulous Wisconsin	Online	5.9K	Wisconsin
Lake Geneva Regional News (3/4)	Online	18.8K	Lake Geneva
OnMilwaukee (3/7)	Online	271K	Milwaukee
YouTube	Online	29	Lake Geneva
Lake Geneva Regional New (3/11)	Online	18.8K	Lake Geneva
OnMilwaukee (3/14)	Online	200K	Milwaukee
WOLX-FM	Radio	107	Madison
Wisconsin Public Radio	Radio	656K	Wisconsin
CSB 58 - Milwaukee	TV - 6 segments and online	243K	Milwaukee
WGN Weekend Break	TV/Online	1,880,000	Chicago
The MIX	Radio	41.2K	Chicago

Paid Media Coverage

Paid Media efforts resulted in 195 total placements for more than 1.85 Million Impressions from the following efforts:



WGN - Spotlight Chicago - Total 165,865 Impressions

- 2.20.25 Spotlight Chicago Segment (A18+) – 50,900 impressions
- Spotlight Chicago Sponsored FB Post – 32,470 impressions, 1,115 clicks, 3.43% CTR
- Spotlight Chicago Sponsored IG Post – 19,709 impressions, 624 clicks, 3.17% CTR
- Targeted Email Blast – 12,769 opens, 926 clicks, 1.85% CTR
- Display ROS – 50,006 impressions, 29 clicks, .06% CTR



Big Radio - Total 1,400,00 Impressions

- 45 commercials on 99.9 WJVL
- 45 commercials on 92.3 & 98.9 The Beat
- Reached 700,000 people per week for two consecutive weeks



WLKG-FM - Total 200,00 Impressions

- 60 ads, 45 DJ mentions, Feb. 4- March 5

OnMilwaukee - Total 88,714 Impressions

Feature in (2) Weekend Preview E-blasts

2/27 - 12,890 Deliveries 3,887 opens, open rate of 30.16%, email click links 1,185

3/6 - 12,876 Deliveries 2,871 opens, open rate of 22.30%, email click links 1,349

Display Ads: 42K Impressions

Value displays: 20,948 impressions

531 Fund
Balloon Adventure 25

88,714
Total Impressions

Campaign Dates: 2/24/25 - 3/15/25

Report Date Range: 2/24/25 - 3/15/25

Weekend Preview Partner Pick and Incusion

IO Impressions	Deliveries	Total Opens	Open Rate	Email Link Clicks	Website Page Views
N/A	25,766	6,758	26.23%	2,534	91
	Deliveries	Total Opens	Open Rate %	Email Link Clicks	Website Page Views
2/27/25	12,890	3,887	30.16%	1,185	50
3/6/25	12,876	2,871	22.30%	1,349	41

Partner Pick

SECOND ANNUAL Balloon Adventure

VOYAGE INTO THE DEEP SEA

MARCH 6-16, 2025

BOAT SHOWROOM, PIER 290
1 LIECHTY DRIVE, WILLIAMS BAY, WI

GET TICKETS NOW!

[531 Fund.org/the-balloon-adventure/](https://531fund.org/the-balloon-adventure/)

The Balloon Adventure at Pier 290 (Williams Bay)

Embark on a magical journey between March 6th and 16th beneath more than 100,000 balloons, created by 14 balloon artists in support of the 531 Fund, which has donated over \$900,000 to an assortment of local charities. Be immersed in a world filled with vibrant colors, larger-than-life sea creatures, and breathtaking balloon displays, and marvel at the attention to detail and creativity that will make attendees feel like they have truly dived into the deep.

[Event Info](#)

Campaign Dates: 2/24/25 - 3/15/25

Report Date Range: 2/24/25 - 3/15/25

OnMilwaukee Display Ads

IO Impressions	Impressions	Clicks	CTR
41,667	42,000	31	.07%

SECOND ANNUAL Balloon Adventure

VOYAGE INTO THE DEEP SEA

MARCH 6-16, 2025

BOAT SHOWROOM, PIER 290
1 LIECHTY DRIVE, WILLIAMS BAY, WI

GET TICKETS NOW!

Paid Media Coverage - VISIT Lake Geneva



BALLOON ADVENTURE MARKETING CO-OP METRICS

Home Page Web Ad- Ran January 1 to February 28

- 1,293 Impressions
- 30 Unique clicks
- 2.32% CTR



Exclusive Emails

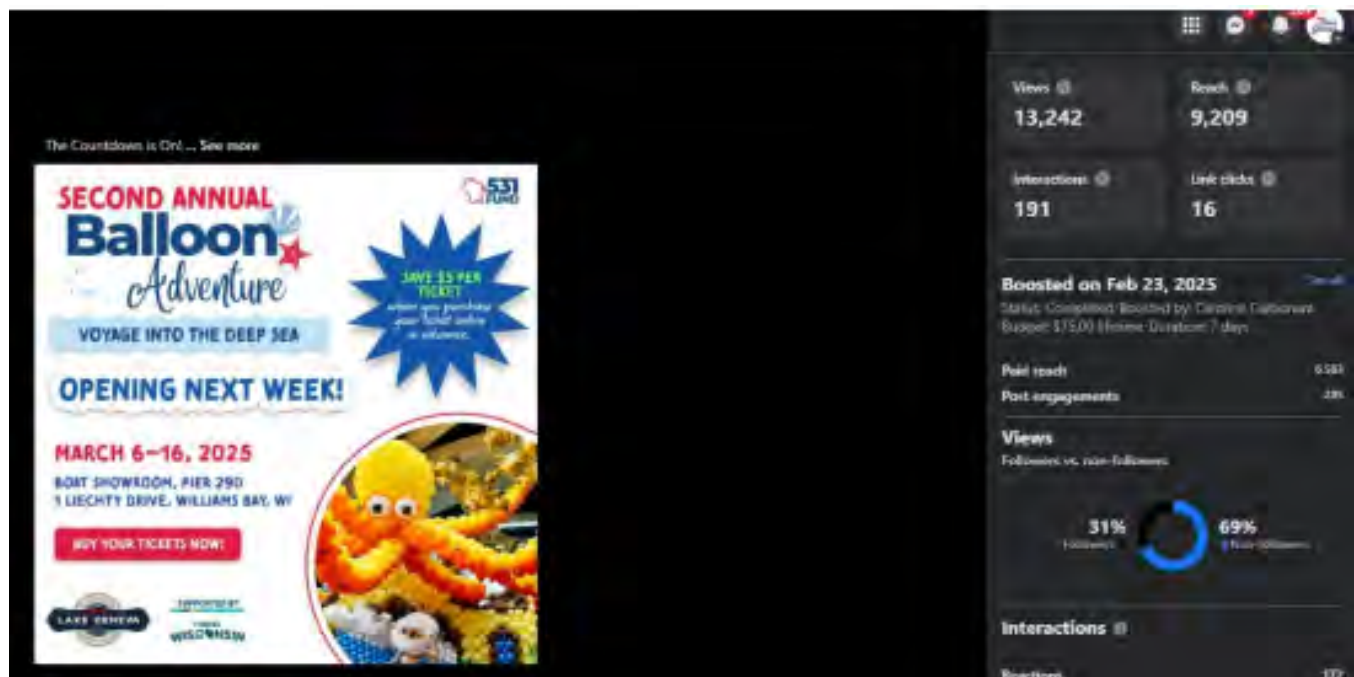
2/13/25 Email

- Successfully delivered to 52,170 subscribers
- Total opens = 5,544
- Unique opens = 4,126; Open rate = 7.9%
- Total clicks = 751
- Unique clicks = 307; Clicks per unique open rate = 7.4%

2/27/25 Email

- Successfully delivered to 52,113 subscribers
- Total opens = 5,251
- Unique opens = 4,017; Open rate = 7.7%
- Total clicks = 323
- Unique clicks = 175; Clicks per unique open rate = 4.4%

SOCIAL MEDIA BOOSTED POSTS



Paid Media Coverage - VISIT Lake Geneva



SOCIAL MEDIA BOOSTED POSTS

The Countdown is On! ... See more

The Balloon Adventure

04 DAYS TO GO!

EXPLORE AN UNDERWATER WORLD MADE OF 100,000+ BALLOONS!

MARCH 6-16

GET TICKETS NOW

VISIT Lake Geneva
Local business

Views 23,767

Reach 12,901

Interactions 48

Link clicks 132

Boosted on Mar 5, 2025

Status Completed Boosted by Caroline Garbayana
Budget: \$40.00 Milestones Duration: 4 days

Paid reach 8,633

Post engagements 48

Boosted on Mar 2, 2025

Status Completed Boosted by Caroline Garbayana
Budget: \$75.00 Milestones Duration: 3 days

Paid reach 5,217

Post engagements 73

Views

Followers vs. non-followers

15% Followers 85% Non-followers

Boost again

Only a Few Days Left! ... See more

SECOND ANNUAL Balloon Adventure

ONLY A FEW DAYS LEFT!

NOW THROUGH MARCH 16

GET TICKETS NOW!

Views 3,165

Reach 2,190

Interactions 16

Link clicks 7

Views

Followers vs. non-followers

20% Non-followers 80% Followers

Interactions

Reactions 13

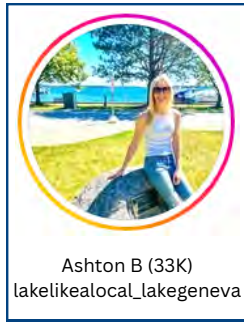
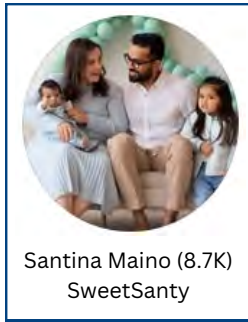
Comments 0

Shares 1

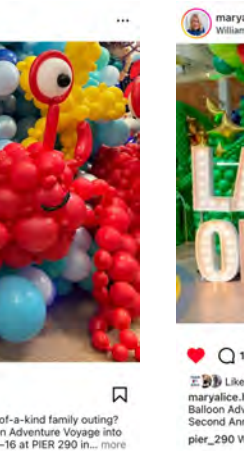
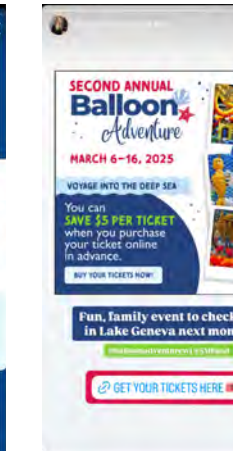
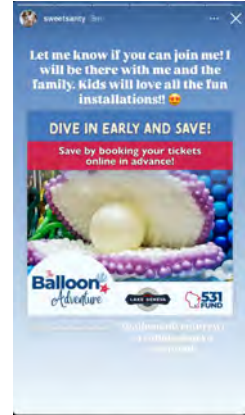
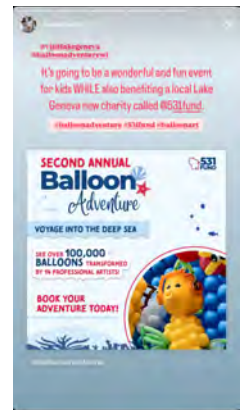
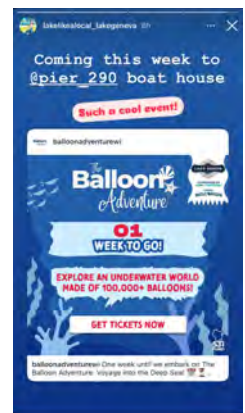
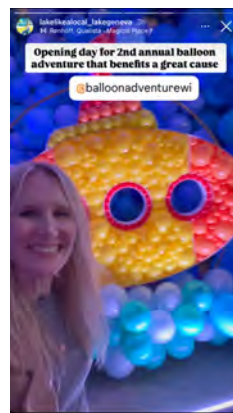
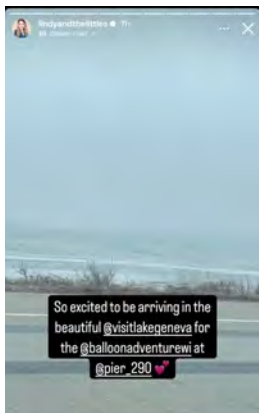
Saves 2

Boost post

Influencers & Influencer Content



Generated over 30 pieces of earned social content—including posts, reels, and stories—resulting in nearly 1 million impressions. A sample of the content is included below.



Poster



The poster features a dark blue background with white stars and a light blue banner. The title 'The Balloon Adventure' is in a mix of white serif and script fonts, with a star and a blue balloon icon. Below it, a light blue banner reads 'VOYAGE INTO THE DEEP SEA'. A photograph of a large yellow and orange octopus balloon sculpture is shown, surrounded by other colorful balloons. A text box over the photo says 'SAVE \$5 PER TICKET BY PURCHASING YOUR TICKETS ONLINE!'. To the right, the event dates 'MARCH 6-16, 2025' are in red, followed by the location 'BOAT SHOWROOM, PIER 290 1 LIECHTY DRIVE, WILLIAMS BAY, WI' in blue. A paragraph describes the event as a 10-day journey with jaw-dropping balloon creations, mentioning the theme 'Voyage into the Deep Sea' and that proceeds benefit Camp Timber-lee. Two red buttons, 'BUY YOUR TICKETS NOW' and 'FIND ACCOMMODATIONS', are placed above two QR codes. At the bottom, a section titled 'With Heartfelt Thanks to Our Valued Sponsors and Supporters' lists logos for Lake Geneva, Pier 290, Kunes, Travel Wisconsin, Grand Junction, Timber Ridge, Adams, Form, Walmart, and others. The 531 Fund logo is in the bottom left corner.

The Balloon Adventure

VOYAGE INTO THE DEEP SEA

MARCH 6-16, 2025

**BOAT SHOWROOM, PIER 290
1 LIECHTY DRIVE, WILLIAMS
BAY, WI**

Dive into the fun at the **Second Annual Balloon Adventure!** Get ready for a 10-day journey packed with jaw-dropping balloon creations that will transport you beneath the waves! This year's enchanting theme, "**Voyage into the Deep Sea**", is sure to captivate and delight adventurers of all ages. **Proceeds benefit Camp Timber-lee.**

**SAVE \$5 PER TICKET BY
PURCHASING YOUR TICKETS ONLINE!**

BUY YOUR TICKETS NOW

FIND ACCOMMODATIONS

With Heartfelt Thanks to Our Valued Sponsors and Supporters

LAKE GENEVA
PIER 290
KUNES
TRAVEL WISCONSIN
GRAND JUNCTION
TIMBER RIDGE
ADAMS
FORM
Walmart
531 FUND

Rackcard



The
Balloon
Adventure

VOYAGE INTO THE DEEP SEA

MARCH 6-16, 2025
PIER 290 | BOAT SHOWROOM
WILLIAMS BAY, WI

DIVE INTO THE FUN!
Make a splash at this "deep sea" balloon adventure! From fin-tastic "underwater" balloon displays to shone-ly entertaining activities, it's an ocean of fun for everyone!

MAKE WAVES FOR A GOOD CAUSE


Proceeds from this event will benefit
Camp Timber-lee.
• Connecting children grades 2-12 with nature
• Learn more at WWW.TIMBER-LEE.COM

REEL IN YOUR TICKETS!

SEA-ZE THE CHANCE TO BE PART OF THIS ONE-OF-A-KIND EVENT. FOR TICKETS AND DETAILS, SCAN THIS QR CODE:





TICKET INFORMATION

Early Bird tickets go on sale on Black Friday
(November 29 - December 31, 2024)
Applies only to General Admission Ticket purchases
\$17/per ticket

General Admission: (beginning January 1st)
\$20/per ticket
2 and under free

Tickets purchased at the door
\$25/per ticket

Senior Discount (for Senior Citizen days)
\$17/per person (65 and up)

A SINCERE THANK-YOU TO OUR EVENT SPONSORS WHO ARE HELPING TO BRING THE BALLOON ADVENTURE TO LIFE IN 2025!

WHERE TO STAY
To make the most of your adventure, take the time to plan your stay in the picturesque destination of Lake Geneva. Whether you're seeking a relaxing retreat or an action-packed getaway, Lake Geneva offers a wide range of accommodations to suit every taste and budget.

DISCOVER ACCOMMODATIONS AT LAKEGENEVAHOTELS.ORG AND TURN THE BALLOON ADVENTURE INTO A GETAWAY TO REMEMBER!



Social Posts with Lake Geneva Tourism Commission Logo



Bingo Card for the Deep Sea Shuffle



Outside Cover

Deep Sea Shuffle Instructions

Get ready to explore Lake Geneva, complete your Bingo Card, and claim your prize at the Balloon Adventure!

- ◆ **Explore Locations:** Each stop on your Bingo Card has something exciting to discover.
- ◆ **Get Stamped:** Collect a stamp at every location you visit.
- ◆ **Claim Your Prize:** Bring your completed Bingo Card to the Balloon Adventure and receive your special reward!

Participating Businesses

Allison Wonderland Toys & Games | 720 W Main Street | Lake Geneva
 Bangles & Bags | 708 W Main St. | Lake Geneva
 Brick & Mortar HOME and Outdoor | 222 Center ST | Lake Geneva
 Brick & Mortar HOME | 832 Geneva St | Lake Geneva
 Clear Water Outdoor | 744 W Main Street | Lake Geneva
 Cornerstone Shop & Gallery | 214 Broad St | Lake Geneva
 CR Goodfinds | 731 W Main St | Lake Geneva
 Dust Bunny Books | 152 Center St Ste 100S | Lake Geneva
 Fat Cats | 104 Broad St | Lake Geneva
 Geneva Tap House | 252 Broad St | Lake Geneva
 Guac Star | 120 Broad St | Lake Geneva
 Inspired | 883 W. Main St | Lake Geneva
 Jayne | 771 W Main St | Lake Geneva
 Kilwin's | 772 W Main St | Lake Geneva
 MAGPIES | 642 W Main St | Lake Geneva
 PIER 290 | 1 Liechty Dr | Williams Bay
 Sweet Something | 235 Broad St | Lake Geneva
 TOPSY TURVY | 727 Geneva St | Lake Geneva
 The Bottle Shop | 617 W Main St | Lake Geneva
 The Riviera | 812 Wrigley Dr | Lake Geneva

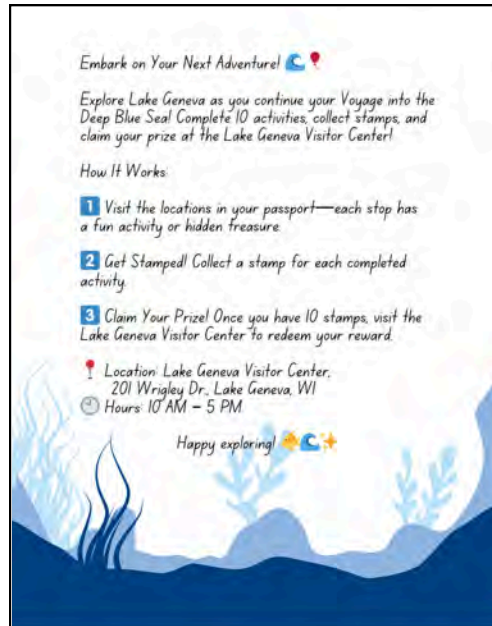


Dive in and enjoy the adventure!

Inside pamphlet

Family Passport Program

The Balloon Adventure



The Balloon Adventure Budget - 2025

	Estimated Income/ Expenses	Final Income/ Expenses
Income		
Sponsors	\$100,000.00	\$66,850.00
Ticket Sales	\$80,000.00	\$52,817.57
Corporate Event	\$7,500.00	\$13,500.00
Lake Geneva Tourism Commission Grant		\$40,000.00
Travel Wisconsin JEM Grant		\$30,025.00
Total Estimated Income	\$187,500.00	\$203,192.57
Expenses		
Marketing/Promotion	\$72,250.00	\$67,430.58
Balloon Costs	\$25,000.00	\$25,000.00
Framework/Fabrication	\$15,000.00	\$15,000.00
Artists Stipend	\$40,000.00	\$40,000.00
Travel Expenses	\$10,000.00	\$10,000.00
Hotel	\$10,000.00	\$6,664.00
Food	\$1,500.00	\$2,160.65
Lake Life Catering		\$3,163.62
Miscellaneous	\$5,000.00	\$4,392.85
Total Estimated Expenses	\$173,750.00	\$173,811.70
Marketing Budget		
Website Marketing/Design	\$2,000.00	\$2,000.00
Print – Rack Cards	\$700.00	\$1,639.00
Print – Posters	\$2,500.00	\$2,125.00
Print – Newspaper Ad	\$400.00	\$0.00
Print – Copies and Prints Plus	\$2,500.00	\$2,115.90
Digital – Meta Ads	\$25,000.00	\$16,577.43
Digital – Google Ads	\$4,000.00	\$4,900.00
Digital – Visit Lake Geneva Email	\$1,050.00	\$1,400.00
Digital – Visit Lake Geneva Web Ad	\$1,050.00	\$350.00
Digital – Visit Lake Geneva Socials	\$450.00	\$450.00
Digital – Travel Wisconsin	\$400.00	\$0.00
Digital – Email	\$700.00	\$2,498.25
Digital – Influencer	\$500.00	\$1,275.00
Marketing - CONRIC	\$10,000.00	\$14,900.00
Publicity – Photography	\$500.00	\$0.00
Publicity – Videography	\$500.00	\$500.00
Publicity – Press Release/Media	\$2,000.00	\$6,800.00
Radio – WGN (TV)	\$10,000.00	\$5,000.00
Radio – Lake	\$3,000.00	\$1,000.00
Radio – 107.3/Big Radio	\$5,000.00	\$1,800.00
Radio - 101.9 The Mix		\$850.00
Digital - OnMilwaukee		\$1,250.00
Total Estimated Marketing Budget	\$72,250.00	\$67,430.58

Sponsorship Contribution Breakdown	
Gage Marine Corp/PIER 290	\$20,000.00
Williams Bay Business Association	\$2500.00
Grand Geneva/TimberRidge	\$5000.00
ADAMS	\$5000.00
Kunes	\$25000.00
Walmart (Delavan)	\$1400.00
ADVIA	\$2500.00
FORM Wealth Advisors	\$1250.00
Cafe Calamari/Harpoon Willies	\$1250.00
Interstate Insurance/Auto Owners	\$1250.00
First National Bank & Trust	\$500.00

In-Kind Donation	
Gage Marine - Boat Showroom Rental	\$25,000.00

Section 2-Submit For Reimbursement/Final Evaluation

City of Lake Geneva Tourism Commission Reimbursement Form

Name: Kimberly Voller
 Organization Name: 531 Fund (formerly Santa Cause Inc.)
 Payment made Payable to: Santa Cause Inc.
 Remittance Address: P.O. Box 519 Williams Bay, WI 53191
 Contact Phone #: 815.354.2619 Email: kimberly.voller@531Fund.org

- Please use the table below to list invoices for reimbursement; remember to attach copies of paid invoices for verification. *Reimbursement forms need to include the Grant Evaluation Form before grant funds will be released.*

Invoice Date	Invoice #	Vendor Name	Purchase Description	Purchase Amount	Date Paid
12/06/24	7124	VISIT Lake Geneva	Marketing Services	\$ 700.00	12/17/24
3/4/25	7193	VISIT Lake Geneva	Marketing Services	\$1200.00	3/11/25
4/7/25	7211	VISIT Lake Geneva	Marketing Services	\$ 300 -	4/8/25
12/30/25	N/A	Constant Contact	Email Services	\$ 149.15	12/30/24
1/30/25	N/A	Constant Contact	Email Services	\$ 232.75	1/30/25
2/28/25	N/A	Constant Contact	Email Services	\$ 232.75	2/28/25
3/30/25	N/A	Constant Contact	Email Services	\$ 232.75	3/30/25
11/21/24	342307	Copies & Prints PLUS	Rack Cards	\$ 939 -	11/21/25
1/17/25	342766	Copies & Prints PLUS	Posters	\$ 125 -	1/23/25

page 2

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Invoice Date	Invoice #	Vendor Name	Purchase Description	Purchase Amount	Date Paid
3/11/25	NA	Erin Sturm	Influencer Fee	\$325 -	3/11/25
3/7/25	NA	Sydney Code Media	Videography	\$500 -	3/7/25
11/15/24	5734	CONRIC	Marketing Services	\$11430 -	11/19/24
12/13/24	5764	CONRIC	Marketing Services	\$5715 -	12/18/24
1/22/25	5783	CONRIC	Marketing Services	\$5715 -	1/22/25
2/16/25	5801	CONRIC	Marketing Services	\$5715 -	2/17/25
3/12/25	5825	CONRIC	Marketing Services	\$5715 -	3/12/25
12/3/24	NA	Meta	Facebook Ads	\$189 -	12/3/24
12/10/24	NA	Meta	Facebook Ads	\$577 -	12/10/24
12/13/24	NA	Meta	Facebook Ads	\$165.83	12/13/24
12/13/24	NA	Meta	Facebook Ads	\$87.14	12/13/24
12/19/24	NA	Meta	Facebook Ads	\$900 -	12/19/24
12/27/24	NA	Meta	Facebook Ads	\$900 -	12/27/24
1/2/25	NA	Meta	Facebook Ads	\$900 -	1/2/25
1/6/25	NA	Meta	Facebook Ads	\$900 -	1/6/25
1/13/25	NA	Meta	Facebook Ads	\$551.07	1/13/25
1/13/25	NA	Meta	Facebook Ads	\$105.52	1/13/25
1/26/25	NA	Meta	Facebook Ads	\$900 -	1/26/25

page 3

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Invoice Date	Invoice #	Vendor Name	Purchase Description	Purchase Amount	Date Paid
2/13/25	NA	Meta	Facebook Ads	\$329.49	2/13/25
2/13/25	NA	Meta	Facebook Ads	\$106.43	2/13/25
2/19/25	NA	Meta	Facebook Ads	\$900 -	2/19/25
2/23/25	NA	Meta	Facebook Ads	\$900 -	2/23/25
2/25/25	NA	Meta	Facebook Ads	\$900 -	2/25/25
2/28/25	NA	Meta	Facebook Ads	\$900 -	2/28/25
3/2/25	NA	Meta	Facebook Ads	\$900 -	3/2/25
3/4/25	NA	Meta	Facebook Ads	\$900 -	3/4/25
3/7/25	NA	Meta	Facebook Ads	\$900 -	3/7/25
3/9/25	NA	Meta	Facebook Ads	\$900 -	3/9/25
3/12/25	NA	Meta	Facebook Ads	\$900 -	3/12/25
3/13/25	NA	Meta	Facebook Ads	\$376.46	3/13/25
3/14/25	NA	Meta	Facebook Ads	\$900 -	3/14/25
3/24/25	NA	Meta	Facebook Ads	\$589.49	3/24/25
2/20/25	4760303A	WGN	Spotlight Chicago	\$2000 -	2/20/25
2/20/25	4760303B	WGN	Social Media Post	\$1500 -	2/20/25
2/20/25	4760303C	WGN	Email Marketing	\$1500 -	2/20/25
3/1/25	0277	WLKG	Radio/Social Media Marketing	\$1000 -	3/1/25

Page 1					
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1

INVOICE

Visit Lake Geneva
527 CENTER STREET
LAKE GENEVA, WI 53147-2004

shelli@visittakegeneva.com
+1 (262) 248-1349
www.visittakegeneva.com



Bill to
Kimberly Voller
Santa Cause DBA 531 FUND
PO Box 519
Williams Bay, WI 53191

Ship to
Kimberly Voller
Santa Cause DBA 531 FUND
PO Box 519
Williams Bay, WI 53191

Invoice details

Invoice no.: 7124
Terms: Net 30
Invoice date: 12/06/2024
Due date: 01/05/2025

#	Date	Product or service	Description	Qty	Rate	Amount
1.		Exclusive E-Mail	Exclusive Email - 11/7/2024	1	\$350.00	\$350.00
2.		Exclusive E-Mail	Exclusive Email - 11/25/2024	1	\$350.00	\$350.00

Ways to pay



Total **\$700.00**

Payment **-\$700.00**

Balance due **\$0.00**

Paid in Full



Payment receipt

You paid \$700.00

to Visit Lake Geneva on 12/7/2024

Invoice no.	7124
Invoice amount	\$700.00
Total	\$700.00

Status	Paid
Payment method	Credit Card
Authorization ID	MU0232243815

Thank you



Visit Lake Geneva

+1 2622481349

www.visitlakegeneva.com | shelli@visitlakegeneva.com
527 CENTER STREET, LAKE GENEVA, WI 53147-2004

No additional transfer fees or taxes apply.

Intuit Payments Inc (IPI) processes payments as an agent of the business. Payments processed by IPI constitutes payment to the business and satisfies your obligation to pay the business, including in connection with any dispute or case, in law or equity. Money movement services are provided by IPI pursuant to IPI's licenses (NMLS #1098819, <https://www.intuit.com/legal/licenses/payment-licenses>). IPI is located at 2700 Coast Avenue, Mountain View, CA 94043, 1-888-536-4801.

12/7/2024
Visit Lake Geneva
\$700-
Balloon Adventure

(R)
1/1/2025

INVOICE

Visit Lake Geneva

527 CENTER STREET

LAKE GENEVA, WI 53147-2004

shelli@visitlakegeneva.com

+1 (262) 248-1349

www.visitlakegeneva.com



Bill to

Kimberly Voller

Santa Cause DBA 531 FUND

PO Box 519

Williams Bay, WI 53191

Ship to

Kimberly Voller

Santa Cause DBA 531 FUND

PO Box 519

Williams Bay, WI 53191

Invoice details

Invoice no.: 7193

Terms: Net 30

Invoice date: 03/04/2025

Due date: 04/03/2025

#	Date	Product or service	Description	Qty	Rate	Amount
1.		Home Page Prem Spotlight	Home Page Premium Web Ad - February 2025	1	\$350.00	\$350.00
2.		Facebook Co-op	Social Media Ad - Deployed 2/23-3/1/25	1	\$150.00	\$150.00
3.		Exclusive E-Mail	Exclusive Email - deployed on 2/13/25	1	\$350.00	\$350.00
4.		Exclusive E-Mail	Exclusive Email - deployed on 2/27/25	1	\$350.00	\$350.00

Total \$1,200.00

Ways to pay



Payment -\$1,200.00

Balance due \$0.00

Paid in Full

INVOICE

Visit Lake Geneva
527 CENTER STREET
LAKE GENEVA, WI 53147-2004

shell@visittlakegeneva.com
+1 (262) 248-1349
www.visittlakegeneva.com



Bill to
Kimberly Voller
Santa Cause DBA 531 FUND
PO Box 519
Williams Bay, WI 53191

Ship to
Kimberly Voller
Santa Cause DBA 531 FUND
PO Box 519
Williams Bay, WI 53191

Invoice details

Invoice no.: 7193
Terms: Net 30
Invoice date: 03/04/2025
Due date: 04/03/2025

3/11/25
BA Marketing
\$1,200

#	Date	Product or service	Description	Qty	Rate	Amount
1.		Home Page Prem Spotlight	Home Page Premium Web Ad - February 2025	1	\$350.00	\$350.00
2.		Facebook Co-op	Social Media Ad - Deployed 2/23-3/1/25	1	\$150.00	\$150.00
3.		Exclusive E-Mail	Exclusive Email - deployed on 2/13/25	1	\$350.00	\$350.00
4.		Exclusive E-Mail	Exclusive Email - deployed on 2/27/25	1	\$350.00	\$350.00

Ways to pay **Total** **\$1,200.00**



Santa Cause Inc.
Charity
PO Box 519
Williams Bay, WI 53191
262-475-6333

1407

DATE 3/11/2025

RECEIVED BY KIMBERLY VOLLER
79-97/759

PAY TO THE ORDER OF

Visit Lake Geneva

\$ 1200

DOLLARS

FOR

BA Marketing

Kimberly Voller



001407 0759009730

30166706

kimberlyvoller@531fund.org

From: QuickBooks Payments <quickbooks@notification.intuit.com>
Sent: Tuesday, April 8, 2025 8:34 AM
To: kimberlyvoller@531fund.org
Subject: Payment confirmation: Invoice #7211-(Visit Lake Geneva)



[Manage payment](#)



You paid \$300.00

to Visit Lake Geneva on 04/08/2025

Payment details

Invoice no.	7211
Invoice amount	\$300.00
Total amount	\$300.00
Status	Paid
Payment method	Business checking ****6706
Authorization ID	AANG32NR

INVOICE

Visit Lake Geneva
527 CENTER STREET
LAKE GENEVA, WI 53147-2004

shelli@visitlakegeneva.com
+1 (262) 248-1349
www.visitlakegeneva.com



Bill to

Kimberly Voller
Santa Cause DBA 531 FUND
PO Box 519
Williams Bay, WI 53191

Ship to

Kimberly Voller
Santa Cause DBA 531 FUND
PO Box 519
Williams Bay, WI 53191

Invoice details

Invoice no.: 7211
Terms: Net 30
Invoice date: 04/07/2025
Due date: 05/07/2025

#	Date	Product or service	Description	Qty	Rate	Amount
1.		Facebook Co-op	Social Media Ad 3/2-3/8 The Balloon Adventure	1	\$150.00	\$150.00
2.		Facebook Co-op	Social Media Ad 3/9-3/15 The Balloon Adventure	1	\$150.00	\$150.00

Ways to pay



Total **\$300.00**

Payment **-\$300.00**

Balance due **\$0.00**

Paid in Full

Kimberly Voller

From: Constant Contact Billing <notification@constantcontact.com>
Sent: Monday, December 30, 2024 2:08 AM
To: Kimberly Voller
Subject: Constant Contact Payment Receipt for Kimberly Voller

Follow Up Flag: Follow up
Flag Status: Completed



Payment Receipt for December 30, 2024

Thank you for your recent payment. Your payment receipt is found below.

Attention: Kimberly Voller
Santa Cause
PO Box 519
Williams Bay, WI 53191
US
2624756333

User Name: kvoller@santacauses.org
Today's Date: December 30, 2024

Payment Date: December 30, 2024
Payment Method: MC (last 4 digits: 6450)
Amount: \$149.15

Thank you for your payment!

Amounts shown may reflect sales tax which is applicable in certain areas.

You can view payment receipts at any time in the Billing tab of your account.

Important Notice: To help maintain Constant Contact's strong sending reputation, we have implemented a monthly email send allowance and overage fee if the allowance is exceeded. This charge will be reflected on your next invoice, if you exceed the allowance. While most of our customers won't be impacted, [click here](#) to learn more.

We appreciate your business.
Best Regards,
Constant Contact Billing
1601 Trapelo Road, Suite 329 - Waltham, MA 02451

Kimberly Voller

From: Constant Contact Billing <notification@constantcontact.com>
Sent: Thursday, January 30, 2025 2:10 AM
To: Kimberly Voller
Subject: Constant Contact Payment Receipt for Kimberly Voller



Payment Receipt for January 30, 2025

Thank you for your recent payment. Your payment receipt is found below.

Attention: Kimberly Voller
Santa Cause
PO Box 519
Williams Bay, WI 53191
US
2624756333

User Name: kvoller@santacauses.org
Today's Date: January 30, 2025

Payment Date: January 30, 2025
Payment Method: MC (last 4 digits: 6450)
Amount: \$232.75

Thank you for your payment!

Amounts shown may reflect sales tax which is applicable in certain areas.

You can view payment receipts at any time in the Billing tab of your account.

Important Notice: To help maintain Constant Contact's strong sending reputation, we have implemented a monthly email send allowance and overage fee if the allowance is exceeded. This charge will be reflected on your next invoice, if you exceed the allowance. While most of our customers won't be impacted, [click here](#) to learn more.

We appreciate your business.
Best Regards,
Constant Contact Billing
1601 Trapelo Road, Suite 329 - Waltham, MA 02451

Questions? Please give us a call!
US / Canada Toll Free: (855) 229-5506

Kimberly Voller

2/29/2025

2

From: Constant Contact Billing <notification@constantcontact.com>
Sent: Friday, February 28, 2025 2:39 AM
To: Kimberly Voller
Subject: Constant Contact Payment Receipt for Kimberly Voller

Operations



Payment Receipt for February 28, 2025

Thank you for your recent payment. Your payment receipt is found below.

Attention: Kimberly Voller
Santa Cause
PO Box 519
Williams Bay, WI 53191
US
2624756333

User Name: kvoller@santacauses.org
Today's Date: February 28, 2025

Payment Date: February 28, 2025
Payment Method: MC (last 4 digits: 6450)
Amount: \$232.75

Thank you for your payment!

Amounts shown may reflect sales tax which is applicable in certain areas.

You can view payment receipts at any time in the Billing tab of your account.

Important Notice: To help maintain Constant Contact's strong sending reputation, we have implemented a monthly email send allowance and overage fee if the allowance is exceeded. This charge will be reflected on your next invoice, if you exceed the allowance. While most of our customers won't be impacted, [click here](#) to learn more.

We appreciate your business.
Best Regards,
Constant Contact Billing
1601 Trapelo Road, Suite 329 - Waltham, MA 02451

Questions? Please give us a call!
US / Canada Toll Free: (855) 229-5506

428 ✓

Kimberly Voller

From: Constant Contact Billing <notification@constantcontact.com>
Sent: Sunday, March 30, 2025 2:10 AM
To: Kimberly Voller
Subject: Constant Contact Payment Receipt for Kimberly Voller

Follow Up Flag: Follow up
Flag Status: Flagged



Payment Receipt for March 30, 2025

Thank you for your recent payment. Your payment receipt is found below.

Attention: Kimberly Voller
Santa Cause
PO Box 519
Williams Bay, WI 53191
US
2624756333

User Name: kvoller@santacauses.org
Today's Date: March 30, 2025

Payment Date: March 30, 2025
Payment Method: MC (last 4 digits: 6450)
Amount: \$232.75

Thank you for your payment!

Amounts shown may reflect sales tax which is applicable in certain areas.

You can view payment receipts at any time in the Billing tab of your account.

Important Notice: To help maintain Constant Contact's strong sending reputation, we have implemented a monthly email send allowance and overage fee if the allowance is exceeded. This charge will be reflected on your next invoice, if you exceed the allowance. While most of our customers won't be impacted, [click here](#) to learn more.

We appreciate your business.
Best Regards,
Constant Contact Billing
1601 Trapelo Road, Suite 329 - Waltham, MA 02451



262-248-2545

906 S Wells Street
Lake Geneva, WI 53147

orders@copiesandprintsplus.com

11/21/2024	342307

531 Fund

PAID
11/21/2024

Job Name
RackCards

Quantity	Description	Price Each	Amount
1	10K Balloon Rack Cards	939.00	939.00

Thank you for your business.

Subtotal	\$939.00
Sales Tax (5.5%)	\$0.00
Total	\$939.00

COPIES & PRINTS PLUS

262-248-2545

906 S Wells Street
Lake Geneva, WI 53147

orders@copiesandprintsplus.com

1/17/2025	342766
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Bill To
Santa Cause

PAID
01/23/2025

\$173
Balloon
Adventure

P.O. Number	Job Name
	Posters

Qty	Size	Description	Price	Amount
100	11x17	Single Sided	1.25	125.00
COPIES & PRINTS PLUS LLC 906 S WELLS ST LAKE GENEVA, WI 53147 262-248-2545 01/23/2025 08:44:35 CREDIT CARD MC SALE Card # XXXXXXXXXXXXX6450 SEQ #: 2 Batch #: 1 Trans #: 2 Approval Code: 085498 TRANS ID: MDJTSDQAH0123 Entry Method: Manual Mode: Online Card Code: M SALE AMOUNT \$173.00 THANK YOU! CUSTOMER COPY				

Thank you for your business.

Subtotal	\$125.00
Sales Tax (5.5%)	\$0.00
Total	\$125.00

kimberlyvoller@531fund.org

BA Marketing

From: Stateline Kids <hello@statelinekids.com>
Sent: Tuesday, March 11, 2025 9:05 PM
To: kimberlyvoller@531fund.org
Subject: Re: Proposal for Stateline Kids – Balloon Adventure 2025

#325 ✓

Hi Kimberly,

Thanks for having us again! We had a great time.

The updated proposal is \$325 and my address is 7492 Joy Ln, Roscoe, IL 61073

I've posted the article here and have four posts going on today through Friday.

<https://statelinekids.com/2025/03/11/a-magical-deep-sea-balloon-adventure-for-the-whole-family/>

Best,
Erin Sturm

On Thu, Mar 6, 2025 at 12:03 PM <kimberlyvoller@531fund.org> wrote:

Okay...feel better. See you on Sunday.

Kimberly



Santa Cause Inc.
Charity
PO Box 519
Williams Bay, WI 53191
262-475-6333

1405



79.97/759

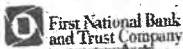
DATE 3/11/2025

PAY TO THE
ORDER OF

Erin Sturm

\$ 325

Three hundred twenty-five and no/100 DOLLARS



FOR

BA Marketing

Kimberly Voller

⑈001405⑈ ⑆075900973⑆

30166706⑈



3/11/25

☑ The payment was initiated. We've sent you a copy of your receipt.

X



Download PDF

SydneyCode Media will receive a payment of \$500.00

Payment initiated on March 7, 2025

Funds will be withdrawn from your account in 1 to 4 business days.

Thank you for choosing our services. Payment can be made via Card, Bank Transfer, or by writing a check to: SydneyCode Media, 927 Prairie Ave, Janesville, WI 53545. We appreciate your business and look forward to serving you again. If you have any questions regarding your invoice or payment options, please feel free to reach out for assistance. Your satisfaction is our priority, and we value the opportunity to work with you.

Customer

Nicole Goucher
CONRIC pr + marketing
nicole@conricpr.com
+1 (239) 690-9840

SydneyCode Media, LLC Invoice

Invoice #2019

March 7, 2025

Service date: March 5, 2025

Four Hours On Site Video Capture	\$200.00
Post-Production Services	\$300.00
Subtotal	\$500.00
Total	\$500.00

Tactic	Budget	Details
Agency Fees		
		- Graphic Design/event logo development - Status Meetings (bi-weekly/monthly) - Integrated Project Management Across Tactics throughout during of Campaign (Phase 1 - PreSale 2024 and Phase 2 - Reporting/Analytics - Phase 1 & Phase 2 across campaign tactics; Includes dashboard report integrated with key tactics) - Shollist/Photography Vendor Management - Shotlist/Videography Vendor Management - Print Vendor Management for Rack Cards/Posters - Creative for paid media - Meta Paid Digital - Creative for paid media - Visit Lake Geneva 3 digital assets and Travel Wisconsin Email banner - Creative for paid media - WGN buy tactics - Meta Paid Digital full scale execution (Account access/set-up, Strategy, targeting, buy set-up, creative, optimizing and reporting) - Social Media Boosting - CONRIC can boost any of the 17 organic social media posts as aligned with client/agency - Event/Venue Advertising - Buy set-up and execution - Landing Page development within existing CMS with link to ticket sales; - creative build/development 3 x emails sent to last year attendees and any additional POC's available via Gage's network - Custom Media List build specific to event and target audiences - Drafting/Creation/Distribution of upto 2 press releases/media alerts/photo releases for the event - Custom Media pitching to multiple key media outlets in order to secure coverage (print/digital/broadcast) - Coordination/Run of Show for any secured coverage - Strategy/outreach to key school partners for promotional opportunities - Travel is extra/outside scope for onsite coordination - Coordinate 107.3/Big Radio earned tactics - Up to 3 earned mom/family influencers - Chicagoland focused; - CONRIC to research, source upto 3 influencers, share recommendations, negotiate coverage/scope with influencer (payment), facilitate logistics of coverage and strategize creative angles for influencers with objective for driving awareness - Includes strategy, targeting, buy set-up, optimizing and reporting for 2 months. Budget amount assumes non-profit FR FREE \$20k-\$30k in media spend!). - This also includes Google Non-Profit application/approval process support 5-day, full week giveaway with daily mentions over a full week (M-F); Tickets offered up to give away each day (4 pk). - CONRIC to coordinate and set-up with 101.9 the mix as earned coverage vs. paid; fees to cover agency time to negotiate - Agency would enter the event for the duration of time in local calendars i.e. newspaper online calendars, family fun calendars - CONRIC to focus on securing Chicagoland/Milwaukee area calendars; - BA team to focus on hyperlocal calendars - Total - 17 posts - CONRIC to develop social strategy, set-up/refresh social media accounts - Build content calendar of topics, copy and visuals for posts across all existing channels - Creative Design for 2-sided rack card (upto 2 rounds of creative reviews) - Creative Design for up to 3 versions of posters - 1 sided (upto 2 rounds of creative reviews)
Marketing Agency Retainer Fee	\$14,900.00	
Website Marketing/Design	\$2,000.00	
Digital – Email.	\$1,800.00	
Publicity – Press Release/Media.	\$6,800.00	
Digital – Influencer.	\$950.00	
Digital – Google Ads	\$4,900.00	
Radio - 101.9 the Mix - partnership	\$850.00	
Local Event Calendars - management	\$1,500.00	
Organic Social Media	\$1,700.00	
Print – Rack Cards	\$700.00	
Print – Posters	\$2,000.00	
Media Fees		
Radio – 107.3/Big Radio.	\$2,000.00	Media Spend
		Potential ticket giveaway promotion or on location remote radio broadcast as part of the buy
		Media Spend
Event/Venue Advertising	\$4,000.00	Sponsorship/media buys at key localized events i.e. Disney on Ice, etc.. at BMO Arena or Allstate Arena for example.
Digital – Meta Ads.	\$14,800.00	Media Spend
Digital – Visit Lake Geneva Email.	\$700.00	Media Spend - \$350 per email - 2 x
Digital – Visit Lake Geneva Web Ad.	\$700.00	Media Spend - Homepage premium \$350/mo - recommend 2 mo buy
Digital – Visit Lake Geneva Socials	\$450.00	Media Spend - \$150 per ad - 3x
Digital – Travel Wisconsin Email	\$450.00	Media Spend - 1st row of email - 1x; need to sign up early spots go away quickly
Radio – WGN.	\$5,000.00	Media Spend
Vendor Fees		
Print – Copies and Prints Plus	\$2,500.00	Rack Cards, Posters printing fees
Publicity – Photography.	\$750.00	One Day Vendor on-site when open to capture photos/videos for use; to confirm optimal timing
Publicity - Videography.	\$750.00	One Day Vendor on-site when open to capture photos/videos for use; to confirm optimal timing
TOTAL	\$70,200.00	



Nicole Goucher | President + CEO
239.690.9840 Ext. 1001
nicole@conricpr.com

5237 Summerlin Commons Blvd., Suite 490, Fort Myers, FL 33907
1415 Panther Lane, Naples, FL 34109

conricpr.com



Please remit to:
Conric PR & Marketing
PO Box 100
Maple Park, IL 60151

Invoice

Date	Invoice #
11/15/2024	5735

11/19/2024
Balloon Adventure
marketing
\$ 11430-
✓#1392

Bill To
531 Fund Attn: Kimberly Voller PO Box 519 Williams Bay, WI 53191

		P.O. No.	Terms
			Due on receipt
Quantity	Description	Rate	Amount
	November Monthly Retainer Fee - \$5,715	5,715.00	5,715.00T
	December Monthly Retainer Fee - \$5,715	5,715.00	5,715.00T
	No tax	0.00%	0.00



Santa Cause Inc.
Charity
PO Box 519
Williams Bay, WI 53191
262-475-6333

1392



79-97/759

PAY TO THE
ORDER OF

Conric PR & Marketing

DATE

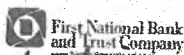
11/19/2024

\$ 11430.00

DOLLARS

FOR

BA Marketing



First National Bank
and Trust Company

Kimberly Voller



001392 075900973

30186706

Tom signed on 11/20/24

Thank you for your business.

Total

\$11,430.00

Locations

5234 Summerlin Commons Blvd, Suite 490, Fort Myers, FL 33907 | 231 Main Street, Maple Park, IL 60151

12
11/24



Please remit to:
Conric PR & Marketing
PO Box 100
Maple Park, IL 60151

Invoice

Date	Invoice #
12/13/2024	5764

Bill To
531 Fund Attn: Kimberly Voller PO Box 519 Williams Bay, WI 53191

Balloon Adventure
Marketing

Quantity	Description	P.O. No.	Terms
			Due on receipt
	January Monthly Retainer Fee - \$5,715		
	Agency Retainer for full scope campaign support - \$34,290 to be distributed over 6 months (Nov - Apr)	5,715.00	5,715.00T
	No tax	0.00%	0.00



Santa Cause Inc.
Charity
PO Box 519
Williams Bay, WI 53191
262-475-6333

1397

79-97/759

DATE 12/18/2024

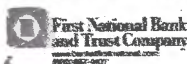
PAY TO THE
ORDER OF

CONRIC pr & marketing

\$ 5715.00

Five thousand seven hundred fifteen and no/100

DOLLARS



FOR

#5764

Kimberly Voller



001397 075900973 30166706

Happy Holidays from the Conric Team

Total

\$5,715.00

Locations

5234 Summerlin Commons Blvd, Suite 490, Fort Myers, FL 33907 | 231 Main Street, Maple Park, IL 60151

(R)
1/1/2025

Please remit to:
Conric PR & Marketing
PO Box 100
Maple Park, IL 60151

Invoice

Date	Invoice #
1/19/2025	5783

Bill To
531 Fund Attn: Kimberly Voller PO Box 519 Williams Bay, WI 53191

		P.O. No.	Terms
			Due on receipt
Quantity	Description	Rate	Amount
1	Feb Monthly Retainer Fee - \$5,715 Agency Retainer for full scope campaign support - \$34,290 to be distributed over 6 months (Nov - Apr) No tax	5,715.00 0.00%	5,715.00T 0.00



Santa Cause Inc.
Charity
PO Box 519
Williams Bay, WI 53191
262-475-6333

1149

PAY TO THE
ORDER OF

Conric pr & marketing

DATE 1/22/2025

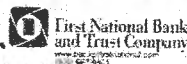
79-97/759

\$ 5715.00

DOLLARS

FOR

Feb retainer



Kimberly Voller

MP

001149 075900973 30166706

Thank you for your business.

Total

\$5,715.00

Locations

5234 Summerlin Commons Blvd, Suite 490, Fort Myers, FL 33907 | 231 Main Street, Maple Park, IL 60151



Please remit to:
Conric PR & Marketing
Maple Park, IL 60151

Invoice

Date	Invoice #
2/16/2025	5801

2/17/2025
\$5715-
The Balloon
Adventure
Marketing

Bill To
531 Fund Attn: Kimberly Voller PO Box 519 Williams Bay, WI 53191

		P.O. No.	Terms
			Due on receipt
Quantity	Description	Rate	Amount
1	March Monthly Retainer Fee - \$5,715 Agency Retainer for full scope campaign support - \$34,290 to be distributed over 6 months (Nov - Apr) No tax	5,715.00 0.00%	5,715.00T 0.00



Santa Cause Inc.
Charity
PO Box 519
Williams Bay, WI 53191
262-475-6333

1401

PAY TO THE
ORDER OF

Conric pr + marketing

DATE

2/17/2025

79-97/759

\$5715⁰⁰

Five thousand seven hundred fifteen and 00/100 DOLLARS



FOR

5801

Kimberly Voller



001401 075900973 30166706

Thank you for your business.

Total

\$5,715.00

Locations

5234 Summerlin Commons Blvd, Suite 490, Fort Myers, FL 33907 | 231 Main Street, Maple Park, IL 60151

2/19/25



Payment receipt

You paid \$5,715.00

to Conric PR & Marketing on 3/12/2025

Invoice no.	5825
Invoice amount	\$5,715.00
Total	\$5,715.00
Status	Paid
Payment method	Bank
Authorization ID	AAL21DEN

Thank you

Conric PR & Marketing

office@conrcpr.com

No additional transfer fees or taxes apply.

Intuit Payments Inc (IPI) processes payments as an agent of the business. Payments processed by IPI constitutes payment to the business and satisfies your obligation to pay the business, including in connection with any dispute or case, in law or equity. Money movement services are provided by IPI pursuant to IPI's licenses (NMLS #1098819, <https://www.intuit.com/legal/licenses/payment-licenses>). IPI is located at 2700 Coast Avenue, Mountain View, CA 94043, 1-888-536-4801.



Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date
Dec 3, 2024, 10:56 PM

Payment method
Visa · 8700
Reference Number: XSS7KFGLC2

Transaction ID
8658186097627342-8731892606923358

Product Type
Meta ads

Paid

\$189.00 USD

You're being billed because you reached your \$189.00 payment threshold.

Campaigns

Post: "We're making a splash in 2025! □□□□"		\$88.31
From Nov 29, 2024, 12:00 AM to Dec 3, 2024, 10:56 PM		
Post: "We're making a splash in 2025! □□□□"	14,517 Impressions	\$88.31
Instagram post: We're making a splash in 2025! □□□□...		\$100.69
From Nov 29, 2024, 12:00 AM to Dec 3, 2024, 10:56 PM		
Instagram Post	10,682 Impressions	\$100.69

Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date
Dec 10, 2024, 10:11 AM

Payment method
Visa · 8700
Reference Number: E2A4JF8LC2

Transaction ID
8861567877289164-8778000228979258

Product Type
Meta ads

Paid

\$577.00 USD

You're being billed because you reached your \$577.00 payment threshold.

Campaigns

Post: "We're making a splash in 2025! □□□□"		
From Dec 2, 2024, 12:00 AM to Dec 10, 2024, 10:11 AM		\$47.75
Post: "We're making a splash in 2025! □□□□"	9,185 Impressions	\$47.75
Instagram post: We're making a splash in 2025! □□□□...		
From Dec 2, 2024, 12:00 AM to Dec 10, 2024, 10:11 AM		\$49.20
Instagram Post	5,493 Impressions	\$49.20
Post: "Embark on an unforgettable voyage! □□□□"		
From Dec 2, 2024, 12:00 AM to Dec 10, 2024, 10:11 AM		\$131.36
Post: "Embark on an unforgettable voyage! □□□□"	25,307 Impressions	\$131.36
Instagram post: Embark on an unforgettable...		
From Dec 2, 2024, 12:00 AM to Dec 10, 2024, 10:11 AM		\$129.07
Instagram Post	11,506 Impressions	\$129.07
Conric The Balloon Adventure 2025 Purchases 12.5.2024		
From Dec 2, 2024, 12:00 AM to Dec 10, 2024, 10:11 AM		\$183.56
Family Interests 21+ 12.5.2024	9,767 Impressions	\$183.56
Post: "The Balloon Adventure presents: Voyage into the..."		
From Dec 2, 2024, 12:00 AM to Dec 10, 2024, 10:11 AM		\$24.02
Post: "The Balloon Adventure presents: Voyage into the..."	5,150 Impressions	\$24.02
Instagram post: The Balloon Adventure presents:...		
From Dec 2, 2024, 12:00 AM to Dec 10, 2024, 10:11 AM		\$12.04
Instagram Post	1,467 Impressions	\$12.04



Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date
Dec 13, 2024, 2:25 AM

Payment method
Visa · 8700
Reference Number: YXRYGGCLC2

Transaction ID
8876543439124941-8823763111069642

Product Type
Meta ads

Paid

\$165.83 USD

Ads spend since Dec 9, 2024.

Campaigns

Conric The Balloon Adventure 2025 Purchases 12.5.2024		
From Dec 9, 2024, 12:00 AM to Dec 11, 2024, 11:59 PM		\$77.68
Family Interests 21+ 12.5.2024	3,784 Impressions	\$77.68
Instagram post: The Balloon Adventure presents:...		
From Dec 9, 2024, 12:00 AM to Dec 11, 2024, 11:59 PM		\$17.26
Instagram Post	2,199 Impressions	\$17.26
Instagram post: Embark on an unforgettable...		
From Dec 9, 2024, 12:00 AM to Dec 11, 2024, 11:59 PM		\$20.79
Instagram Post	2,326 Impressions	\$20.79
Post: "Embark on an unforgettable voyage! □□□□"		
From Dec 9, 2024, 12:00 AM to Dec 11, 2024, 11:59 PM		\$18.59
Post: "Embark on an unforgettable voyage! □□□□"	3,584 Impressions	\$18.59
Post: "The Balloon Adventure presents: Voyage into the..."		
From Dec 9, 2024, 12:00 AM to Dec 11, 2024, 11:59 PM		\$31.51
Post: "The Balloon Adventure presents: Voyage into the..."	6,207 Impressions	\$31.51



Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date
Dec 13, 2024, 6:40 AM

Payment method
Visa • 8700
Reference Number: R54TQFQLC2

Transaction ID
8952927078153245-8794134614032486

Product Type
Meta ads

Paid
\$87.14 USD

Ads spend since Dec 11, 2024.

Campaigns

Conric The Balloon Adventure 2025 Purchases 12.5.2024			
From Dec 11, 2024, 12:00 AM to Dec 12, 2024, 11:59 PM			\$54.98
Family Interests 21+ 12.5.2024	2,839 Impressions		\$54.98
Instagram post: The Balloon Adventure presents:...			
From Dec 11, 2024, 12:00 AM to Dec 12, 2024, 11:59 PM			\$10.20
Instagram Post	1,191 Impressions		\$10.20
Post: "The Balloon Adventure presents: Voyage into the..."			
From Dec 11, 2024, 12:00 AM to Dec 12, 2024, 11:59 PM			\$21.96
Post: "The Balloon Adventure presents: Voyage into the..."	5,412 Impressions		\$21.96

Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date
Dec 19, 2024, 10:02 PM

Payment method
Visa · 5488
Reference Number: VL6PDGGLC2

Transaction ID
8844844035628212-8751195241659760

Product Type
Meta ads

Paid

\$900.00 USD

You're being billed because you reached your \$900.00 payment threshold.

Campaigns

Conric The Balloon Adventure 2025 Purchases 12.5.2024		
From Dec 12, 2024, 12:00 AM to Dec 19, 2024, 10:01 PM		\$564.07
Family Interests 21+ 12.5.2024	34,377 Impressions	\$564.07
Post: "Help us make waves for a good cause! □□□□"		
From Dec 12, 2024, 12:00 AM to Dec 19, 2024, 10:01 PM		\$72.14
Post: "Help us make waves for a good cause! □□□□"	8,478 Impressions	\$72.14
Post: "The Balloon Adventure presents: Voyage into the..."		
From Dec 12, 2024, 12:00 AM to Dec 19, 2024, 10:01 PM		\$72.48
Post: "The Balloon Adventure presents: Voyage into the..."	18,247 Impressions	\$72.48
Instagram post: Help us make waves for a good...		
From Dec 12, 2024, 12:00 AM to Dec 19, 2024, 10:01 PM		\$71.46
Instagram Post	13,983 Impressions	\$71.46
Instagram post: The Balloon Adventure presents:...		
From Dec 12, 2024, 12:00 AM to Dec 19, 2024, 10:01 PM		\$35.43
Instagram Post	5,706 Impressions	\$35.43
Post: "Time is running out for earlybird tickets! □□□"		
From Dec 12, 2024, 12:00 AM to Dec 19, 2024, 10:01 PM		\$28.58
Post: "Time is running out for earlybird tickets! □□□"	5,510 Impressions	\$28.58
Instagram post: Time is running out for earlybird...		
From Dec 12, 2024, 12:00 AM to Dec 19, 2024, 10:01 PM		\$55.84
Instagram Post	9,773 Impressions	\$55.84

Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date
Dec 27, 2024, 7:37 AM

Payment method
Visa · 5488
Reference Number: 76CAWHLLC2

Transaction ID
8817277435051538-8907581919354427

Product Type
Meta ads

Paid

\$900.00 USD

You're being billed because you reached your \$900.00 payment threshold.

Campaigns

Post: "Time is running out for earlybird tickets! □□□"			\$46.42
From Dec 19, 2024, 12:00 AM to Dec 27, 2024, 7:37 AM			
Post: "Time is running out for earlybird tickets! □□□"	8,462 Impressions		\$46.42
Post: "Help us make waves for a good cause! □□□□"			\$2.44
From Dec 19, 2024, 12:00 AM to Dec 27, 2024, 7:37 AM			
Post: "Help us make waves for a good cause! □□□□"	166 Impressions		\$2.44
Conric The Balloon Adventure 2025 Purchases 12.5.2024			\$655.07
From Dec 19, 2024, 12:00 AM to Dec 27, 2024, 7:37 AM			
Family Interests 21+ 12.5.2024	38,441 Impressions		\$655.07
Instagram post: Help us make waves for a good...			\$3.41
From Dec 19, 2024, 12:00 AM to Dec 27, 2024, 7:37 AM			
Instagram Post	638 Impressions		\$3.41
Instagram post: Time is running out for earlybird...			\$94.05
From Dec 19, 2024, 12:00 AM to Dec 27, 2024, 7:37 AM			
Instagram Post	18,530 Impressions		\$94.05
Post: "Sneak Preview □□□□"			\$41.18
From Dec 19, 2024, 12:00 AM to Dec 27, 2024, 7:37 AM			
Post: "Sneak Preview □□□□"	5,644 Impressions		\$41.18
Instagram post: Sneak Preview □□□□□Here's a peek...			\$41.01
From Dec 19, 2024, 12:00 AM to Dec 27, 2024, 7:37 AM			
Instagram Post	7,869 Impressions		\$41.01
Post: "Thank you so much A. Smith for the review of..."			\$8.77
From Dec 19, 2024, 12:00 AM to Dec 27, 2024, 7:37 AM			

Post: "Thank you so much A. Smith for the review of..."	2,330 Impressions	\$8.77
Instagram post: Thank you so much A. Smith for...		\$7.65
From Dec 19, 2024, 12:00 AM to Dec 27, 2024, 7:37 AM		
Instagram Post	1,644 Impressions	\$7.65

Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date

Jan 2, 2025, 10:21 AM

Payment method

Visa · 5488

Reference Number: HWGPPG8LC2

Transaction ID

8827353654043918-8899996293446321

Product Type

Meta ads

Paid

\$900.00 USD

You're being billed because you reached your \$900.00 payment threshold.

Campaigns

Post: "Thank you so much A. Smith for the review of..."

From Dec 26, 2024, 12:00 AM to Jan 2, 2025, 10:21 AM

\$66.19

Post: "Thank you so much A. Smith for the review of..."

16,053 Impressions

\$66.19

Instagram post: Thank you so much A. Smith for...

From Dec 26, 2024, 12:00 AM to Jan 2, 2025, 10:21 AM

\$67.19

Instagram Post

16,680 Impressions

\$67.19

Post: "Sneak Preview □□□□"

From Dec 26, 2024, 12:00 AM to Jan 2, 2025, 10:21 AM

\$33.71

Post: "Sneak Preview □□□□"

6,171 Impressions

\$33.71

Conric | The Balloon Adventure 2025 | Purchases | 12.5.2024

From Dec 26, 2024, 12:00 AM to Jan 2, 2025, 10:21 AM

\$570.39

Family Interests | 21+ | 12.5.2024

34,629 Impressions

\$570.39

Instagram post: Sneak Preview □□□□□Here's a peek...

From Dec 26, 2024, 12:00 AM to Jan 2, 2025, 10:21 AM

\$33.93

Instagram Post

7,208 Impressions

\$33.93

Post: "Last chance for earlybird ticket prices! □□□□"

From Dec 26, 2024, 12:00 AM to Jan 2, 2025, 10:21 AM

\$66.46

Post: "Last chance for earlybird ticket prices! □□□□"

18,847 Impressions

\$66.46

Instagram post: Last chance for earlybird ticket...

From Dec 26, 2024, 12:00 AM to Jan 2, 2025, 10:21 AM

\$62.13

Instagram Post

10,383 Impressions

\$62.13

Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date

Jan 6, 2025, 9:08 PM

Payment method

Visa · 5488

Reference Number: F8NJEJLLC2

Paid

\$900.00 USD

Transaction ID

8923872561058694-8964788403633778

You're being billed because you reached your \$900.00 payment threshold.

Product Type

Meta ads

Campaigns

Post: "Last chance for earlybird ticket prices! □□□□"			\$82.95
From Jan 2, 2025, 12:00 AM to Jan 6, 2025, 9:08 PM			
Post: "Last chance for earlybird ticket prices! □□□□"	20,658 Impressions		\$82.95
Post: "Thank you so much A. Smith for the review of..."			\$0.04
From Jan 2, 2025, 12:00 AM to Jan 6, 2025, 9:08 PM			
Post: "Thank you so much A. Smith for the review of..."	12 Impressions		\$0.04
Conric The Balloon Adventure 2025 Purchases 12.5.2024			\$729.28
From Jan 2, 2025, 12:00 AM to Jan 6, 2025, 9:08 PM			
Family Interests 21+ 12.5.2024	24,170 Impressions		\$342.36
Family Interests 21+ 1.2.2025	26,294 Impressions		\$386.92
Instagram post: Thank you so much A. Smith for...			\$0.01
From Jan 2, 2025, 12:00 AM to Jan 6, 2025, 9:08 PM			
Instagram Post	4 Impressions		\$0.01
Instagram post: Last chance for earlybird ticket...			\$87.72
From Jan 2, 2025, 12:00 AM to Jan 6, 2025, 9:08 PM			
Instagram Post	12,016 Impressions		\$87.72

Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date

Jan 13, 2025, 3:40 AM

Payment method

Visa · 5488

Reference Number: YVLK2JCLC2

Transaction ID

8979767735469174-8965487140230565

Product Type

Meta ads

Paid

\$551.07 USD

Ads spend since Jan 6, 2025.

Campaigns

Post: "Last chance for earlybird ticket prices! □□□□"

From Jan 6, 2025, 12:00 AM to Jan 11, 2025, 11:59 PM

\$0.59

Post: "Last chance for earlybird ticket prices! □□□□"

90 Impressions

\$0.59

Instagram post: Last chance for earlybird ticket...

From Jan 6, 2025, 12:00 AM to Jan 11, 2025, 11:59 PM

\$0.03

Instagram Post

5 Impressions

\$0.03

Conric | The Balloon Adventure 2025 | Purchases | 12.5.2024

From Jan 6, 2025, 12:00 AM to Jan 11, 2025, 11:59 PM

\$477.83

Family Interests | 21+ | 1.2.2025

6,152 Impressions

\$88.64

Family Interests | 21+ | 12.5.2024

23,479 Impressions

\$389.19

Instagram post: Dive in early and save! □□□□□The...

From Jan 6, 2025, 12:00 AM to Jan 11, 2025, 11:59 PM

\$72.62

Instagram Post

18,024 Impressions

\$72.62

Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date
Jan 13, 2025, 6:42 AM

Payment method
Visa · 5488
Reference Number: QKDQEHYKC2

Transaction ID
8956959517749998-8956959524416664

Product Type
Meta ads

Paid

\$105.52 USD

Ads spend since Jan 11, 2025.

Campaigns

Conric The Balloon Adventure 2025 Purchases 12.5.2024		\$81.95
From Jan 11, 2025, 12:00 AM to Jan 12, 2025, 11:59 PM		
Family Interests 21+ 12.5.2024	6,128 Impressions	\$81.95
Instagram post: Dive in early and save! ☐ ☐ ☐ ☐ ☐ The...		\$23.57
From Jan 11, 2025, 12:00 AM to Jan 12, 2025, 11:59 PM		
Instagram Post	6,709 Impressions	\$23.57

Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date
Jan 26, 2025, 8:15 AM

Payment method
Visa · 5488
Reference Number: L7239JGLC2

Transaction ID
9031527746959841-9055570651222215

Product Type
Meta ads

Paid

\$900.00 USD

You're being billed because you reached your \$900.00 payment threshold.

Campaigns

Conric The Balloon Adventure 2025 Purchases 12.5.2024		\$813.72
From Jan 12, 2025, 12:00 AM to Jan 26, 2025, 8:15 AM		
Family Interests 21+ 12.5.2024	65,415 Impressions	\$813.72
Instagram post: Dive in early and save! □□□□□The...		\$53.48
From Jan 12, 2025, 12:00 AM to Jan 26, 2025, 8:15 AM		
Instagram Post	15,629 Impressions	\$53.48
Instagram post: We're bursting with excitement!...		\$32.80
From Jan 12, 2025, 12:00 AM to Jan 26, 2025, 8:15 AM		
Instagram Post	2,607 Impressions	\$32.80



Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date

Feb 13, 2025, 3:52 AM

Payment method

Visa · 5488

Reference Number: FBXBUJQLC2

Transaction ID

9082968228482456-9299239230188693

Product Type

Meta ads

Paid

\$329.49 USD

Ads spend since Jan 26, 2025.

Campaigns

Instagram post: We're bursting with excitement!...		\$116.81
From Jan 26, 2025, 12:00 AM to Feb 11, 2025, 11:59 PM		
Instagram Post	8,518 Impressions	\$116.81
Instagram post: Join Us for a One-of-a-Kind...		\$195.83
From Jan 26, 2025, 12:00 AM to Feb 11, 2025, 11:59 PM		
Instagram Post	17,183 Impressions	\$195.83
Conric The Balloon Adventure 2025 Purchases 12.5.2024		\$3.60
From Jan 26, 2025, 12:00 AM to Feb 11, 2025, 11:59 PM		
Family Interests 21+ WI + Top Cities 2.11.2025	369 Impressions	\$3.60
Instagram post: Attention gills and buoys! Get...		\$13.25
From Jan 26, 2025, 12:00 AM to Feb 11, 2025, 11:59 PM		
Instagram Post	1,202 Impressions	\$13.25



Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date

Feb 13, 2025, 6:45 AM

Payment method

Visa · 5488

Reference Number: LBNJUJQLC2

Transaction ID

9141271439318800-9174001586045791

Product Type

Meta ads

Paid

\$106.43 USD

Ads spend since Feb 11, 2025.

Campaigns

Conric | The Balloon Adventure 2025 | Purchases | 12.5.2024

\$76.96

From Feb 11, 2025, 12:00 AM to Feb 12, 2025, 11:59 PM

Family Interests | 21+ | WI + Top Cities | 2.11.2025

9,262 Impressions

\$76.96

Instagram post: Attention gills and buoys! Get...

\$29.47

From Feb 11, 2025, 12:00 AM to Feb 12, 2025, 11:59 PM

Instagram Post

2,760 Impressions

\$29.47

Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date

Feb 19, 2025, 7:28 PM

Payment method

Visa - 5488

Reference Number: NZEARJUKC2

Transaction ID

9186188304827121-9186473284798615

Product Type

Meta ads

Paid

\$900.00 USD

You're being billed because you reached your \$900.00 payment threshold.

Campaigns

Conric | The Balloon Adventure 2025 | Purchases | 12.5.2024

From Feb 12, 2025, 12:00 AM to Feb 19, 2025, 7:28 PM

\$732.29

Family Interests | 21+ | WI + Top Cities | 2.11.2025

63,078 Impressions

\$601.44

Family Interests Advantage+ | 21+ | WI + Top Cities | 2.18.2025

5,506 Impressions

\$52.56

Local Attraction Interests | 21+ | WI + Top Cities

6,234 Impressions

\$78.29

Instagram post: Attention gills and buoys! Get...

From Feb 12, 2025, 12:00 AM to Feb 19, 2025, 7:28 PM

\$156.59

Instagram Post

15,510 Impressions

\$156.59

Event: Deep Sea Shuffle: A Journey from Lake Geneva to the Balloon Adventure

From Feb 12, 2025, 12:00 AM to Feb 19, 2025, 7:28 PM

\$1.95

Event: Deep Sea Shuffle: A Journey from Lake Geneva to the Balloon Adve... 169 Impressions

\$1.95

Event: The Balloon Adventure -Voyage Into the Deep Sea

From Feb 12, 2025, 12:00 AM to Feb 19, 2025, 7:28 PM

\$1.39

Event: The Balloon Adventure -Voyage Into the Deep Sea

177 Impressions

\$1.39

Event: Balloon Popping Party: Deflate the Sea

From Feb 12, 2025, 12:00 AM to Feb 19, 2025, 7:28 PM

\$2.00

Event: Balloon Popping Party: Deflate the Sea

223 Impressions

\$2.00

Event: Tales of the Sea - Family Movie Night

From Feb 12, 2025, 12:00 AM to Feb 19, 2025, 7:28 PM

\$2.04

Event: Tales of the Sea - Family Movie Night

228 Impressions

\$2.04

Event: Just Keep Raving

From Feb 12, 2025, 12:00 AM to Feb 19, 2025, 7:28 PM

\$1.91

Event: Just Keep Raving	252 Impressions	\$1.91
Event: Rave Under the Wave		\$1.83
From Feb 12, 2025, 12:00 AM to Feb 19, 2025, 7:28 PM		
Event: Rave Under the Wave	242 Impressions	\$1.83



Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date

Feb 23, 2025, 9:34 AM

Payment method

Visa • 5488

Reference Number: N6MDXJUKC2

Transaction ID

9240675186045097-9240675192711763

Product Type

Meta ads

Paid

\$900.00 USD

You're being billed because you reached your \$900.00 payment threshold.

Campaigns

Conric | The Balloon Adventure 2025 | Purchases | 12.5.2024

From Feb 18, 2025, 12:00 AM to Feb 23, 2025, 9:34 AM

\$448.99

Family Interests 21+ WI + Top Cities 2.11.2025	31,756 Impressions	\$310.74
Family Interests Advantage+ 21+ WI + Top Cities 2.18.2025	3,973 Impressions	\$50.05
Local Attraction Interests 21+ WI + Top Cities	5,487 Impressions	\$75.13
Warm Audience Retargeting 2.23.2025	2 Impressions	\$0.23
Family Interests 21+ Milwaukee ONLY 2.23.2025	1,149 Impressions	\$12.84

Event: The Balloon Adventure -Voyage Into the Deep Sea

From Feb 18, 2025, 12:00 AM to Feb 23, 2025, 9:34 AM

\$97.41

Event: The Balloon Adventure -Voyage Into the Deep Sea	11,391 Impressions	\$97.41
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Event: Deep Sea Shuffle: A Journey from Lake Geneva to the Balloon Adventure

From Feb 18, 2025, 12:00 AM to Feb 23, 2025, 9:34 AM

\$39.65

Event: Deep Sea Shuffle: A Journey from Lake Geneva to the Balloon Adve...	3,067 Impressions	\$39.65
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Event: Balloon Popping Party: Deflate the Sea

From Feb 18, 2025, 12:00 AM to Feb 23, 2025, 9:34 AM

\$38.81

Event: Balloon Popping Party: Deflate the Sea	2,571 Impressions	\$38.81
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Event: Just Keep Raving

From Feb 18, 2025, 12:00 AM to Feb 23, 2025, 9:34 AM

\$38.93

Event: Just Keep Raving	3,187 Impressions	\$38.93
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Event: Rave Under the Wave

From Feb 18, 2025, 12:00 AM to Feb 23, 2025, 9:34 AM

\$38.74

Event: Rave Under the Wave	3,720 Impressions	
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Event: Tales of the Sea - Family Movie Night

From Feb 18, 2025, 12:00 AM to Feb 23, 2025, 9:34 AM

\$40.14

Event: Tales of the Sea - Family Movie Night

3,474 Impressions

\$40.14

Post: "We got the spirit, you get to hear it, under the..."

From Feb 18, 2025, 12:00 AM to Feb 23, 2025, 9:34 AM

\$79.96

Post: "We got the spirit, you get to hear it, under the..."

16,255 Impressions

\$79.96

Instagram post: We got the spirit, you get to...

From Feb 18, 2025, 12:00 AM to Feb 23, 2025, 9:34 AM

\$77.37

Instagram Post

14,246 Impressions

\$77.37

Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date

Feb 25, 2025, 9:03 PM

Payment method

Visa · 5488

Reference Number: NMM6RKYKC2

Transaction ID

9255613144551301-9143181742461106

Product Type

Meta ads

Paid

\$900.00 USD

You're being billed because you reached your \$900.00 payment threshold.

Campaigns

Post: "We got the spirit, you get to hear it, under the..."

From Feb 22, 2025, 12:00 AM to Feb 25, 2025, 9:03 PM

\$74.91

Post: "We got the spirit, you get to hear it, under the..."

16,755 Impressions

\$74.91

Conric | The Balloon Adventure 2025 | Purchases | 12.5.2024

From Feb 22, 2025, 12:00 AM to Feb 25, 2025, 9:03 PM

\$466.66

Warm Audience Retargeting | 2.23.2025

2,814 Impressions

\$89.35

Family Interests | 21+ | WI + Top Cities | 2.11.2025

31,597 Impressions

\$270.93

Family Interests | 21+ | Milwaukee ONLY | 2.23.2025

10,215 Impressions

\$106.38

Event: Rave Under the Wave

From Feb 22, 2025, 12:00 AM to Feb 25, 2025, 9:03 PM

\$29.28

Event: Rave Under the Wave

1,684 Impressions

\$29.28

Event: Balloon Popping Party: Deflate the Sea

From Feb 22, 2025, 12:00 AM to Feb 25, 2025, 9:03 PM

\$29.83

Event: Balloon Popping Party: Deflate the Sea

1,520 Impressions

\$29.83

Event: The Balloon Adventure -Voyage Into the Deep Sea

From Feb 22, 2025, 12:00 AM to Feb 25, 2025, 9:03 PM

\$72.39

Event: The Balloon Adventure -Voyage Into the Deep Sea

8,462 Impressions

\$72.39

Event: Just Keep Raving

From Feb 22, 2025, 12:00 AM to Feb 25, 2025, 9:03 PM

\$28.57

Event: Just Keep Raving

2,363 Impressions

\$28.57

Event: Deep Sea Shuffle: A Journey from Lake Geneva to the Balloon Adventure

From Feb 22, 2025, 12:00 AM to Feb 25, 2025, 9:03 PM

\$28.46

Event: Deep Sea Shuffle: A Journey from Lake Geneva to the Balloon Adve...	2,052 Impressions	\$28.46
Event: Tales of the Sea - Family Movie Night		\$27.91
From Feb 22, 2025, 12:00 AM to Feb 25, 2025, 9:03 PM		
Event: Tales of the Sea - Family Movie Night	2,599 Impressions	\$27.91
Instagram post: We got the spirit, you get to...		\$75.05
From Feb 22, 2025, 12:00 AM to Feb 25, 2025, 9:03 PM		
Instagram Post	15,954 Impressions	\$75.05
Instagram post: The Balloon Adventure presents:...		\$33.80
From Feb 22, 2025, 12:00 AM to Feb 25, 2025, 9:03 PM		
Instagram Post	3,354 Impressions	\$33.80
Post: "The Balloon Adventure presents: Tales of the Sea..."		\$33.14
From Feb 22, 2025, 12:00 AM to Feb 25, 2025, 9:03 PM		
Post: "The Balloon Adventure presents: Tales of the Sea..."	6,969 Impressions	\$33.14

Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date
Feb 28, 2025, 11:09 AM

Payment method
Visa • 5488
Reference Number: D4QY5MLLC2

Transaction ID
9271580292954586-9230839583695322

Product Type
Meta ads

Paid

\$900.00 USD

You're being billed because you reached your \$900.00 payment threshold.

Campaigns

Post: "The Balloon Adventure presents: Tales of the Sea..." **\$69.68**
From Feb 24, 2025, 12:00 AM to Feb 28, 2025, 11:09 AM

Post: "The Balloon Adventure presents: Tales of the Sea..." 12,676 Impressions \$69.68

Conric | The Balloon Adventure 2025 | Purchases | 12.5.2024 **\$402.48**
From Feb 24, 2025, 12:00 AM to Feb 28, 2025, 11:09 AM

Family Interests | 21+ | Milwaukee ONLY | 2.23.2025 6,267 Impressions \$78.80

Warm Audience Retargeting | 2.23.2025 1,512 Impressions \$32.08

Family Interests | 21+ | WI + Top Cities | 2.11.2025 25,237 Impressions \$291.60

Event: Balloon Popping Party: Deflate the Sea **\$28.60**
From Feb 24, 2025, 12:00 AM to Feb 28, 2025, 11:09 AM

Event: Balloon Popping Party: Deflate the Sea 1,266 Impressions \$28.60

Event: The Balloon Adventure -Voyage Into the Deep Sea **\$75.72**
From Feb 24, 2025, 12:00 AM to Feb 28, 2025, 11:09 AM

Event: The Balloon Adventure -Voyage Into the Deep Sea 6,302 Impressions \$75.72

Post: "We got the spirit, you get to hear it, under the..." **\$45.13**
From Feb 24, 2025, 12:00 AM to Feb 28, 2025, 11:09 AM

Post: "We got the spirit, you get to hear it, under the..." 13,865 Impressions \$45.13

Event: Deep Sea Shuffle: A Journey from Lake Geneva to the Balloon Adventure **\$28.45**
From Feb 24, 2025, 12:00 AM to Feb 28, 2025, 11:09 AM

Event: Deep Sea Shuffle: A Journey from Lake Geneva to the Balloon Adve... 1,725 Impressions \$28.45

Event: Rave Under the Wave **\$29.23**
From Feb 24, 2025, 12:00 AM to Feb 28, 2025, 11:09 AM

Event: Rave Under the Wave	1,411 Impressions	\$29.23
Event: Tales of the Sea - Family Movie Night		\$28.69
From Feb 24, 2025, 12:00 AM to Feb 28, 2025, 11:09 AM		
Event: Tales of the Sea - Family Movie Night	2,070 Impressions	\$28.69
Event: Just Keep Raving		\$29.51
From Feb 24, 2025, 12:00 AM to Feb 28, 2025, 11:09 AM		
Event: Just Keep Raving	1,916 Impressions	\$29.51
Instagram post: The Balloon Adventure presents:...		\$67.95
From Feb 24, 2025, 12:00 AM to Feb 28, 2025, 11:09 AM		
Instagram Post	5,658 Impressions	\$67.95
Instagram post: We got the spirit, you get to...		\$47.02
From Feb 24, 2025, 12:00 AM to Feb 28, 2025, 11:09 AM		
Instagram Post	9,181 Impressions	\$47.02
Post: "One week until we embark on The Balloon..."		\$25.33
From Feb 24, 2025, 12:00 AM to Feb 28, 2025, 11:09 AM		
Post: "One week until we embark on The Balloon..."	4,707 Impressions	\$25.33
Instagram post: One week until we embark on The...		\$22.21
From Feb 24, 2025, 12:00 AM to Feb 28, 2025, 11:09 AM		
Instagram Post	4,388 Impressions	\$22.21



Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date

Mar 2, 2025, 3:42 PM

Payment method

Visa · 5488

Reference Number: 29MULLCLC2

Transaction ID

9243951962384084-9172477156198231

Product Type

Meta ads

Paid

\$900.00 USD

You're being billed because you reached your \$900.00 payment threshold.

Campaigns

Conric | The Balloon Adventure 2025 | Purchases | 12.5.2024

From Feb 27, 2025, 12:00 AM to Mar 2, 2025, 3:42 PM

\$538.97

Family Interests 21+ WI + Top Cities 2.11.2025	22,178 Impressions	\$252.76
Family Interests 21+ Milwaukee ONLY 2.23.2025	7,995 Impressions	\$94.21
Warm Audience Retargeting 2.23.2025	1,739 Impressions	\$35.96
Family Interests 21+ 12.5.2024	13,586 Impressions	\$156.04

Instagram post: The Balloon Adventure presents:...

From Feb 27, 2025, 12:00 AM to Mar 2, 2025, 3:42 PM

\$66.09

Instagram Post	7,533 Impressions	\$66.09
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Instagram post: One week until we embark on The...

From Feb 27, 2025, 12:00 AM to Mar 2, 2025, 3:42 PM

\$80.49

Instagram Post	16,144 Impressions	\$80.49
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Event: Deep Sea Shuffle: A Journey from Lake Geneva to the Balloon Adventure

From Feb 27, 2025, 12:00 AM to Mar 2, 2025, 3:42 PM

\$1.49

Event: Deep Sea Shuffle: A Journey from Lake Geneva to the Balloon Adve...	107 Impressions	\$1.49
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Post: "One week until we embark on The Balloon..."

From Feb 27, 2025, 12:00 AM to Mar 2, 2025, 3:42 PM

\$82.34

Post: "One week until we embark on The Balloon..."	20,942 Impressions	\$82.34
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Event: Balloon Popping Party: Deflate the Sea

From Feb 27, 2025, 12:00 AM to Mar 2, 2025, 3:42 PM

\$0.76

Event: Balloon Popping Party: Deflate the Sea	46 Impressions	\$0.76
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Event: Rave Under the Wave			
From Feb 27, 2025, 12:00 AM to Mar 2, 2025, 3:42 PM			\$0.89
Event: Rave Under the Wave	69 Impressions		\$0.89
Event: Just Keep Raving			
From Feb 27, 2025, 12:00 AM to Mar 2, 2025, 3:42 PM			\$1.07
Event: Just Keep Raving	79 Impressions		\$1.07
Event: Tales of the Sea - Family Movie Night			
From Feb 27, 2025, 12:00 AM to Mar 2, 2025, 3:42 PM			\$1.15
Event: Tales of the Sea - Family Movie Night	118 Impressions		\$1.15
Event: The Balloon Adventure -Voyage Into the Deep Sea			
From Feb 27, 2025, 12:00 AM to Mar 2, 2025, 3:42 PM			\$59.76
Event: The Balloon Adventure -Voyage Into the Deep Sea	5,354 Impressions		\$59.76
Post: "The Balloon Adventure presents: Tales of the Sea..."			
From Feb 27, 2025, 12:00 AM to Mar 2, 2025, 3:42 PM			\$66.99
Post: "The Balloon Adventure presents: Tales of the Sea..."	12,348 Impressions		\$66.99

Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date

Mar 4, 2025, 4:01 PM

Payment method

Visa · 5488

Reference Number: GWJ2YKQLC2

Transaction ID

9423886984390583-9186043031508310

Product Type

Meta ads

Paid

\$900.00 USD

You're being billed because you reached your \$900.00 payment threshold.

Campaigns

Post: "One week until we embark on The Balloon..."

From Mar 1, 2025, 12:00 AM to Mar 4, 2025, 4:01 PM

\$72.65

Post: "One week until we embark on The Balloon..."

23,183 Impressions

\$72.65

Conric | The Balloon Adventure 2025 | Purchases | 12.5.2024

From Mar 1, 2025, 12:00 AM to Mar 4, 2025, 4:01 PM

\$626.83

Family Interests | 21+ | Milwaukee ONLY | 2.23.2025

14,538 Impressions

\$150.59

Warm Audience Retargeting | 2.23.2025

3,883 Impressions

\$82.06

Family Interests | 21+ | 12.5.2024

4,732 Impressions

\$75.81

Family Interests | 21+ | WI + Top Cities | 2.11.2025

32,471 Impressions

\$318.37

Event: The Balloon Adventure -Voyage Into the Deep Sea

From Mar 1, 2025, 12:00 AM to Mar 4, 2025, 4:01 PM

\$65.11

Event: The Balloon Adventure -Voyage Into the Deep Sea

6,088 Impressions

\$65.11

Post: "The Balloon Adventure presents: Tales of the Sea..."

From Mar 1, 2025, 12:00 AM to Mar 4, 2025, 4:01 PM

\$30.19

Post: "The Balloon Adventure presents: Tales of the Sea..."

6,147 Impressions

\$30.19

Instagram post: The Balloon Adventure presents:...

From Mar 1, 2025, 12:00 AM to Mar 4, 2025, 4:01 PM

\$31.16

Instagram Post

3,680 Impressions

\$31.16

Instagram post: One week until we embark on The...

From Mar 1, 2025, 12:00 AM to Mar 4, 2025, 4:01 PM

\$74.06

Instagram Post

15,738 Impressions

\$74.06

Receipt for 531 Fund
Account ID: 1074793757053070

Invoice/Payment Date
Mar 7, 2025, 7:26 AM

Payment method
Visa · 5488
Reference Number: BDEQVLCLC2

Transaction ID
9225323957580215-9282192265226724

Product Type
Meta ads

Paid

\$900.00 USD

You're being billed because you reached your \$900.00 payment threshold.

Campaigns

Conric The Balloon Adventure 2025 Purchases 12.5.2024		\$729.42
From Mar 3, 2025, 12:00 AM to Mar 7, 2025, 7:26 AM		
Family Interests 21+ WI + Top Cities 2.11.2025	39,233 Impressions	\$412.91
Warm Audience Retargeting 2.23.2025	7,388 Impressions	\$160.19
Family Interests 21+ Milwaukee ONLY 2.23.2025	12,680 Impressions	\$156.32
Instagram post: One week until we embark on The...		\$72.99
From Mar 3, 2025, 12:00 AM to Mar 7, 2025, 7:26 AM		
Instagram Post	15,109 Impressions	\$72.99
Post: "One week until we embark on The Balloon..."		\$69.68
From Mar 3, 2025, 12:00 AM to Mar 7, 2025, 7:26 AM		
Post: "One week until we embark on The Balloon..."	25,070 Impressions	\$69.68
Event: The Balloon Adventure -Voyage Into the Deep Sea		\$27.91
From Mar 3, 2025, 12:00 AM to Mar 7, 2025, 7:26 AM		
Event: The Balloon Adventure -Voyage Into the Deep Sea	2,087 Impressions	\$27.91

Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date

Mar 9, 2025, 7:06 PM

Payment method

Visa - 5488

Reference Number: TL432MCLC2

Transaction ID

9240225396090071-9240225406090070

Product Type

Meta ads

Paid

\$900.00 USD

You're being billed because you reached your \$900.00 payment threshold.

Campaigns

Conric | The Balloon Adventure 2025 | Purchases | 12.5.2024

From Mar 6, 2025, 12:00 AM to Mar 9, 2025, 7:06 PM

\$728.71

Family Interests | 21+ | Milwaukee ONLY | 2.23.2025

10,973 Impressions

\$155.83

Family Interests | 21+ | WI + Top Cities | 2.11.2025

33,805 Impressions

\$419.88

Warm Audience Retargeting | 2.23.2025

7,125 Impressions

\$153.00

Post: "Save \$5 by Purchasing Your Tickets Online!"

From Mar 6, 2025, 12:00 AM to Mar 9, 2025, 7:06 PM

\$87.05

Post: "Save \$5 by Purchasing Your Tickets Online!"

22,116 Impressions

\$87.05

Instagram post: Save \$5 by Purchasing Your...

From Mar 6, 2025, 12:00 AM to Mar 9, 2025, 7:06 PM

\$84.24

Instagram Post

18,279 Impressions

\$84.24



Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date

Mar 12, 2025, 7:52 AM

Payment method

Visa · 5488

Reference Number: SHNJ6MCLC2

Transaction ID

9471940766251871-9279887952123823

Product Type

Meta ads

Paid

\$900.00 USD

You're being billed because you reached your \$900.00 payment threshold.

Campaigns

Conric | The Balloon Adventure 2025 | Purchases | 12.5.2024

\$634.40

From Mar 8, 2025, 12:00 AM to Mar 12, 2025, 7:52 AM

Family Interests | 21+ | WI + Top Cities | 2.11.2025 34,883 Impressions \$387.32

Warm Audience Retargeting | 2.23.2025 7,965 Impressions \$138.50

Family Interests | 21+ | Milwaukee ONLY | 2.23.2025 8,285 Impressions \$108.58

Post: "□□ Save \$5 by Purchasing Your Tickets Online!□□"

\$91.29

From Mar 8, 2025, 12:00 AM to Mar 12, 2025, 7:52 AM

Post: "□□ Save \$5 by Purchasing Your Tickets Online!□□" 27,058 Impressions \$91.29

Instagram post: □□ Save \$5 by Purchasing Your...

\$89.60

From Mar 8, 2025, 12:00 AM to Mar 12, 2025, 7:52 AM

Instagram Post 19,888 Impressions \$89.60

Instagram post: Experience the magic of The...

\$54.06

From Mar 8, 2025, 12:00 AM to Mar 12, 2025, 7:52 AM

Instagram Post 2,782 Impressions \$54.06

[03/11/2025] Promoting <https://531fund.org/the-balloon-adventure/>

\$30.65

From Mar 8, 2025, 12:00 AM to Mar 12, 2025, 7:52 AM

[03/11/2025] Promoting <https://531fund.org/the-balloon-adventure/> 3,497 Impressions \$30.65

Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date
Mar 13, 2025, 6:10 AM

Payment method
Visa · 5488
Reference Number: PCZ88MCLC2

Transaction ID
9352578168188131-9261526057293338

Product Type
Meta ads

Paid

\$376.46 USD

Ads spend since Mar 11, 2025.

Campaigns

Conric The Balloon Adventure 2025 Purchases 12.5.2024		\$217.71
From Mar 11, 2025, 12:00 AM to Mar 12, 2025, 11:59 PM		
Family Interests 21+ WI + Top Cities 2.11.2025	12,397 Impressions	\$150.33
Warm Audience Retargeting 2.23.2025	3,574 Impressions	\$67.25
Family Interests 21+ Milwaukee ONLY 2.23.2025	6 Impressions	\$0.13
Post: "□□ Save \$5 by Purchasing Your Tickets Online!□□"		\$28.68
From Mar 11, 2025, 12:00 AM to Mar 12, 2025, 11:59 PM		
Post: "□□ Save \$5 by Purchasing Your Tickets Online!□□"	9,462 Impressions	\$28.68
[03/11/2025] Promoting https://531fund.org/the-balloon-adventure/		\$50.89
From Mar 11, 2025, 12:00 AM to Mar 12, 2025, 11:59 PM		
[03/11/2025] Promoting https://531fund.org/the-balloon-adventure/	5,988 Impressions	\$50.89
Instagram post: Experience the magic of The...		\$49.64
From Mar 11, 2025, 12:00 AM to Mar 12, 2025, 11:59 PM		
Instagram Post	2,329 Impressions	\$49.64
Instagram post: □□ Save \$5 by Purchasing Your...		\$29.54
From Mar 11, 2025, 12:00 AM to Mar 12, 2025, 11:59 PM		
Instagram Post	6,139 Impressions	\$29.54

Receipt for 531 Fund

Account ID: 1074793757053070

Invoice/Payment Date
Mar 14, 2025, 11:52 PM

Payment method
Visa · 5488
Reference Number: KPSQGL8LC2

Transaction ID
9297427227036562-9330060053773278

Product Type
Meta ads

Paid

\$900.00 USD

You're being billed because you reached your \$900.00 payment threshold.

Campaigns

Conric The Balloon Adventure 2025 Purchases 12.5.2024			\$560.09
From Mar 12, 2025, 12:00 AM to Mar 14, 2025, 11:52 PM			
Family Interests 21+ WI + Top Cities 2.11.2025	32,276 Impressions		\$372.16
Warm Audience Retargeting 2.23.2025	10,236 Impressions		\$187.93
[03/11/2025] Promoting https://531fund.org/the-balloon-adventure/			\$126.26
From Mar 12, 2025, 12:00 AM to Mar 14, 2025, 11:52 PM			
[03/11/2025] Promoting https://531fund.org/the-balloon-adventure/	16,497 Impressions		\$126.26
Post: "□□ Save \$5 by Purchasing Your Tickets Online!□□"			\$42.96
From Mar 12, 2025, 12:00 AM to Mar 14, 2025, 11:52 PM			
Post: "□□ Save \$5 by Purchasing Your Tickets Online!□□"	13,890 Impressions		\$42.96
Instagram post: □□ Save \$5 by Purchasing Your...			\$47.61
From Mar 12, 2025, 12:00 AM to Mar 14, 2025, 11:52 PM			
Instagram Post	9,976 Impressions		\$47.61
Instagram post: Experience the magic of The...			\$123.08
From Mar 12, 2025, 12:00 AM to Mar 14, 2025, 11:52 PM			
Instagram Post	6,050 Impressions		\$123.08



Receipt for 531 Fund
Account ID: 1074793757053070

Invoice/Payment Date
Mar 24, 2025, 4:42 PM

Payment method
Visa • 5488
Reference Number: Z5D72M8LC2

Transaction ID
9358179794294638-9411883765590900

Product Type
Meta ads

Paid
\$589.49 USD
You requested this manual payment.

Campaigns

[03/11/2025] Promoting https://531fund.org/the-balloon-adventure/		\$43.69
From Mar 13, 2025, 12:00 AM to Mar 16, 2025, 11:59 PM		
[03/11/2025] Promoting https://531fund.org/the-balloon-adventure/	6,654 Impressions	\$43.69
Conric The Balloon Adventure 2025 Purchases 12.5.2024		\$531.64
From Mar 13, 2025, 12:00 AM to Mar 16, 2025, 11:59 PM		
Warm Audience Retargeting 2.23.2025	9,524 Impressions	\$184.99
Family Interests 21+ WI + Top Cities 2.11.2025	33,164 Impressions	\$346.65
Instagram post: Experience the magic of The...		\$14.16
From Mar 13, 2025, 12:00 AM to Mar 16, 2025, 11:59 PM		
Instagram Post	628 Impressions	\$14.16

kimberlyvoller@531fund.org

From: WO Payments Suite <noreply@payments.wocentral.com>
Sent: Thursday, February 20, 2025 8:18 AM
To: Kimberly Voller
Subject: WO Payments Suite - Payment Processed

Balloon
Advertiser
Advertiser



Hi Kimberly,

A payment PMT1203433 was made to Nexstar for \$5,000.00 using check XXXXX6706 and was processed on 02/20/2025 06:17:50 am PT for the following

TYPE	ITEM#	DATE	PROPERTY	AGENCY	ADVERTISER	TOTAL	AMOUNT PAID
Order	4760303A	02/20/25	WGN-CW	531 Fund	531 Fund	2,000.00	2,000.00
Order	4760303B	02/11/25	IWGN	531 Fund	531 Fund	1,500.00	1,500.00
Order	4760303C	02/20/25	IWGN	531 Fund	531 Fund	1,500.00	1,500.00
Total Paid:							5,000.00

If you would like to view the full details of the item(s) listed above, please Login

Please note:

ACH payments are not considered paid until the transaction has cleared your bank and funds have been received by the Broadcaster.

Thank you,
The Nexstar Team

For additional questions relating to setting up your account, notifications, and/or making payments, please reach out to Nexstar directly.

Kimberly Voller
2/20/25



Lake 961, WLKG-FM
500 Interchange North
Suite 100
Lake Geneva, WI 53147
(262) 249-9600

WLKG-FM Statement of Account

Account ID: 0277
Statement Date: 3/1/2025
Account Rep: Tessa August

Please Pay This Amount \$1,000.00

Amount Paid: _____

531 FUND
PO BOX 519
WILLIAMS BAY, WI 53191

TERMS: NET 15 DAYS

BA Marketing

Sponsor: 531 Fund

Page 1

Reference	Date	Type	Description	Amount	Balance
25020041	2/28/2025	INV	Invoice: WLKG-FM 0277-005 February/March 2025 [1-Facebook Posts / 1-Package Billing / 45-:30 Spot	1,000.00	1,000.00
Statement Total:					\$1,000.00



Santa Cause Inc.
Charity
PO Box 519
Williams Bay, WI 53191
262-475-6333

1409

RECEIVED BY
79-97/759

PAY TO THE
ORDER OF

WLKG-FM

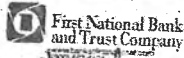
DATE 3/11/2025

\$ 1000

DOLLARS

FOR

BA Marketing



Humberto J. Miller

⑈001409⑈ ⑆075900973⑆ 30166706⑈



Please Pay This Amount

\$1,000.00

BA Marketing

Current	31-60 Days	61-90 Days	91-120 Days	121+ Days	Total Due
\$1,000.00					\$1,000.00



Balloon Adventure
Marketing

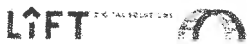
Payment receipt

You paid \$1,250.00

to OnMilwaukee.com, LLC on 2/21/2025

Invoice no.	15250
Invoice amount	\$1,250.00
Total	\$1,250.00
Status	Paid
Payment method	Bank
Authorization ID	AAJCG2UF

Thank you



OnMilwaukee.com, LLC

+14142720557

onmilwaukee.com | quickbooks@onmilwaukee.com
735 North Water Street, Suite 1120, Milwaukee, WI 53202

No additional transfer fees or taxes apply.

Intuit Payments Inc (IPI) processes payments as an agent of the business. Payments processed by IPI constitutes payment to the business and satisfies your obligation to pay the business, including in connection with any dispute or case, in law or equity. Money movement services are provided by IPI pursuant to IPI's licenses (NMLS #1096819, <https://www.intuit.com/legal/licenses/payment-licenses>). IPI is located at 2700 Coast Avenue, Mountain View, CA 94043, 1-888-536-4801.

Ⓟ
2/21/2025
Page 170 of 180

kimberlyvoller@531fund.org

From: NoReply@Marketron.com
Sent: Tuesday, April 1, 2025 1:37 PM
To: kimberlyvoller@531Fund.org
Subject: Payment Confirmation To: Big Radio - Janesville



Thank you Kimberly Voller for your payment of **\$1800.00** dated 04/01/2025 12:37:05 PM Mountain Daylight Time. Please keep the following information for your records.

Your Payment has been processed for: **Big Radio - Janesville**
ACH / eCheck: Account Ending In 6706
Client Name: 531 Fund Balloon Adventure
Payment Number: **PN376481**
Transaction Id: **a2b15e78-1989-49f4-b105-7550215b2c7c**

Payment Details:

Description	Advertiser	Station	Amount	Total
84454-2	531 Fund Balloon Adventure	WJVL-FM	\$1800.00	\$1800.00
Total Payment:			\$1800.00	\$1800.00

City of Lake Geneva Tourism Commission Reimbursement Form

Revised May, 2025

Name: Mike Kramp, CEO

Organization Name: Geneva Lakes Family YMCA

Payment made Payable to: Geneva Lakes Family YMCA

Remittance Address: 203 S. Wells Street, Lake Geneva, WI 53147

Contact Phone #: 262.248.6211 x18 Email: mike.kramp@glymca.org

- Please use the table below to list invoices for reimbursement; remember to attach copies of paid invoices for verification. Reimbursement forms need to include the Grant Evaluation Form before grant funds will be released.

Invoice Date	Invoice #	Vendor Name	Purchase Description	Purchase Amount	Date Paid
04/21/2025	4374	Midwest Athletic Fields LLC	Spring maintenance of Fields 1-5. See attached quote with work details for each field.	\$57,600	04/21/205
05/09/2025	4391	Midwest Athletic Fields LLC	Spring maintenance of Fields 1-5. See attached quote with work details for each field.	\$45,950	05/09/2025

Grant Evaluation Form

Revised May 2025

The City of Lake Geneva Tourism Commission provided funds for your organization's promotional efforts. As required by our guidelines, in return for our investment, you must provide an evaluation of the results of this promotional effort within forty-five (45) days of its completion. This shall be remitted along with marketing materials and paid receipts before grant dollars will be authorized and distributed. Please note that evaluations will be reviewed when consideration of future grants are requested by your organization. Forward all of the required information to:

cityadmin@cityoflakegeneva.gov

or mail to

City of Lake Geneva

626 Geneva Street

Lake Geneva, WI 53147

1. Provide a final media synopsis that includes the following information:

a. Number of customer responses generated from type of media utilized.

A total of 11 weekend tournaments were estimated for the 2025 baseball/softball season. A total of 11 weekend tournaments have been scheduled.

b. What media did you use in your campaign?

The Geneva Lakes Family YMCA does not directly market these tournaments. Availability of Veterans Park for tournament play is emailed to a number of organizations that include: Baseball 265, Crush Tidal Waves (CTW) Softball and American Legion Post 24. They send out this information to all travel teams throughout the Midwest to schedule their tournament space. However, the YMCA does create a "Data & Deals" page on their website that is communicated to all travel teams when they register for tournament play at Veterans Park. This website page helps identify places to stay, eat, shop and visit in the City of Lake Geneva and can be found at GenevaLakesFamilyYMCA.org/baseball

c. What were your target markets?

Our target markets were baseball/softball organizations throughout Wisconsin and portions of the Midwest that are involved in tournament travel play.

2. In your grant application you listed estimated number of attendees. What were your actual results?

To date, we have hosted 5 tournaments at Veterans Park bringing in an average of 30 teams per tournament (which is up from our initial proposal of 25 teams per tournament). Based on this increase we have had approximately 6,750 visitors at Veterans Park since tournament play began in April. This is an increase of 1,125 more attendees.

Baseball and softball games are still being played at Veterans Park through July of 2025, there is a break in August and then the final tournament is scheduled in September 2025.

3. In your grant application you listed estimated number of overnight stays. Please approximate number of City of Lake Geneva hotel room nights booked and how that estimate was attained.

To date, there have been 5 tournaments played through June 1, 2025. We estimate that there have been 3,375 overnight stays. This estimate is based on the following calculation:

A total of five-weekend tournaments (Friday-Sunday) have been hosted at Veterans Park since April 2025. Each tournament brings in an average of 30 teams. There is approximately 15 players and coaches on each team which represents 15 families per team with an average of 3 individuals per family unit.

Based on that conservative number a total of 6,750 attendees have been present at Veterans Park for the 2025 baseball/softball tournament play since April. (30 teams X 15 players per team=450 team players X 3 (average size of family/guests accompanying player)=1,350 X 5 tournaments to date=6,750 attendees.

Given the distance these teams are coming to play in the tournament and the length of tournament play (double elimination), it is guaranteed that they will all stay a MINIMUM of one night. If there are 15 families per team and there are 30 teams that participate in ONE tournament there are approximately 450 families (15 families X 30 teams) that will need overnight accommodations for at LEAST ONE NIGHT, FOR ONE TOURNAMENT.

To be conservative, we will then say that at LEAST HALF of these teams will need to stay one additional night which would equate to an additional 225 overnight stays (450/2). We then need to take 450 stays for one night and add the additional 225 stays for those families needing to spend a second night in Lake Geneva for tournament play on Sunday. That total then equals 675 overnight weekend stays for ONE tournament.

A total of five tournaments have been played to date. We need to take the approximate 675 overnights for one tournament with an average of 30 teams and multiply that by five to get the approximate number of 3,375 overnight stays to date.

4. Provide an income and expense statement to include actual paid receipts. Any items that are grouped together in a category (I.e. contributions cash or in-kind trade) must be detailed on a separate sheet.

There is not a need to provide an income/expense statement. There was only one vendor who provided the service that generated only one invoice that totaled the amount in our initial grant request. That backup has been attached to this reimbursement form.

5. Please include any additional information you would consider pertinent in summarizing your promotion/event.

The City of Lake Geneva Tourism Commission updated logo was added to our “Data & Deals” website page. A copy of this can be found in this packet or it can be viewed at GenevaLakesYMCA.org/baseball.

Completed by: Mike Coolidge, Sports Operations Director, Geneva Lakes Family YMCA
mike.coolidge@glymca.org | 262.248.6211 x30

Midwest Athletic Fields LLC
323 William St P.O. Box 76
Watertown, WI 53094
lana@midwestaf.com
www.midwestaf.com



INVOICE

BILL TO

Geneva Lakes Family YMCA
Attn: Mike Coolidge
203 S. Wells St.
Lake Geneva, WI 53147

INVOICE # 4375

DATE 04/16/2025

DUE DATE 05/16/2025

TERMS Net 30

PROJECT

Veterans Park

SALES REP

JJV

	DESCRIPTION	QTY	RATE	AMOUNT
Baseball Field	MOLITOR FIELD: -Edge all grass edges to remove lip. -Add 115 tons of Quick Pitch Infield Mix. -Laser grade and compact. -Adjust all base anchors, home plate and pitching rubber. Replace if necessary.	1	20,350.00	20,350.00
Baseball Field	MOLITOR JUNIOR FIELD- -Edge all grass edges to remove lip. -Add 69 tons of Quick Pitch Infield Mix. -Laser grade and compact. -Adjust all base anchors, home plate and pitching rubber. Replace if necessary.	1	13,500.00	13,500.00

Thank you for your business!

PAYMENT
BALANCE DUE

33,850.00

\$0.00

Midwest Athletic Fields LLC
323 William St P.O. Box 76
Watertown, WI 53094
lana@midwestaf.com
www.midwestaf.com



INVOICE

BILL TO

Geneva Lakes Family YMCA
Attn: Mike Coolidge
203 S. Wells St.
Lake Geneva, WI 53147

INVOICE # 4384

DATE 04/28/2025

DUE DATE 05/28/2025

TERMS Net 30

PROJECT

Portable Turf Mound

SALES REP

JJV

	DESCRIPTION	QTY	RATE	AMOUNT
Baseball Field	-Remove existing pitcher's mound. -Dig out an area 30x15' wide. -Remove 3" of grass and topsoil in that area. -Install limestone base and compact. -Install 40 oz. face weight padded turf. -Provide and install VM8 portable pitcher's mound.	1	12,100.00	12,100.00

Thank you for your business!

PAYMENT
BALANCE DUE

12,100.00
\$0.00

Midwest Athletic Fields LLC
323 William St P.O. Box 76
Watertown, WI 53094
lana@midwestaf.com
www.midwestaf.com



INVOICE

BILL TO

Geneva Lakes Family YMCA
Attn: Mike Coolidge
203 S. Wells St.
Lake Geneva, WI 53147

INVOICE # 4374

DATE 04/14/2025

DUE DATE 05/14/2025

TERMS Net 30

PROJECT

4 SB Fields

SALES REP

JJV

	DESCRIPTION	QTY	RATE	AMOUNT
Softball Field	NORTHEAST FIELD: -Edge all grass edges to remove lip. -Add 92 tons of Quick Pitch Infield Mix. -Laser grade and compact. -Adjust all base anchors, home plate and pitching rubber. Replace if necessary.14400	1	14,400.00	14,400.00
Softball Field	SOUTHEAST FIELD: -Edge all grass edges to remove lip. -Add 92 tons of Quick Pitch Infield Mix. -Laser grade and compact. -Adjust all base anchors, home plate and pitching rubber. Replace if necessary.	1	14,400.00	14,400.00
Softball Field	NORTHWEST FIELD: -Edge all grass edges to remove lip. -Add 92 tons of Quick Pitch Infield Mix. -Laser grade and compact. -Adjust all base anchors, home plate and pitching rubber. Replace if necessary.	1	14,400.00	14,400.00
Softball Field	SOUTHWEST FIELD: -Edge all grass edges to remove lip. -Add 92 tons of Quick Pitch Infield	1	14,400.00	14,400.00

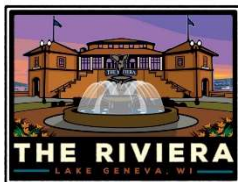
DESCRIPTION	QTY	RATE	AMOUNT
Mix.			
-Laser grade and compact.			
-Adjust all base anchors, home plate and pitching rubber. Replace if necessary.			

Thank you for your business!

PAYMENT
BALANCE DUE

57,600.00

\$0.00



Complimentary Riviera Ballroom Event Request

Date of Event:

Hours of Event:

Name of Event:

Person(s) Responsible:

Address:

Phone Number:

Email:

Estimated number of guests attending :

Food to be served? Yes/No

Liquor to be served? Yes / No *(no cash bar)*

Value of Request (See The Riviera Ballroom website for rental rates) : \$1,000 (non-profit weekday event)

*Valid for no charge events that will be open to the public or part of a community enrichment special event. Special event permit to be applied for separately, if applicable.

Completed forms to be submitted to lakegenevariviera@gmail.com to begin the approval process.

Approval from Finance, Licensing & Regulations Committee, Date: _____

Approval from Common Council, Date: _____